



Case Study

Physical Medicine Company

Response Interactive offers this case study to show you an example of their work.

Case Study: Physical Medicine Company

The Problems

Issue #1 Site Could not be found by the Search Engines

In 2008, Physical Medicine Company (PMC) had a very damaging problem. The setback was that they had a brand new, beautiful website with all the bells and whistles, but no traffic. Response Interactive (RI) was contracted to analyze the issues and ultimately increase traffic, leads, and sales.

Prior to going under contract, RI had to break the bad news to PMC. Their recently published website, no matter how appealing it looked, had to be redesigned if they ever wanted a chance of receiving new clients from the Internet. The problem with the site: Flash.

Solution:

Flash cannot be indexed by the search engines easily. When information does get indexed, it is only for the home page because that is all search engine spiders can see. With RI onboard as a consultant we set out to create a website that had the same look and feel as the flash website, yet could be spidered by the search engines. RI realized that a site that could be indexed was imperative to PMC's online success, consequently the site was converted to HTML.

Issue #2 No Targeted Traffic

In order to attract visitors to the website, fresh content was in desperate need.

Solution:

In order to get content that will drive lots of targeted traffic we needed to perform keyword research. Based on keyword research, 15 pages were optimized around services offered and an additional 10 pages were optimized around symptoms people feel.

Issue#3 Rankings

After making a concerted effort in rewriting content, traffic upticks began to occur. Rankings began to move up to page three, page two and then page one for many of the less competitive keywords, however the first page positions were illusive for the money making keywords such as "chiropractor" and "physical therapy."

Solution:

To change this, an inbound linking campaign was created to help move PMC to page one. Within several months even the competitive keyword phrases were on page one due to consistent link-building over those months.

Results

As a result of the campaigns developed for PMC, the company has grown from two locations in 2007 to five locations in 2012. Over the five year relationship traffic has increased from around 375 visits per month in late 2008 to almost 8,000 visitors per month in 2012.

The key to the steady increase in traffic is a consistent, well-constructed program implemented over time. Actual leads that were generated are not known because PMC receives mainly phone calls and no tracking system is in place to monitor phone leads.

Next Steps

A redesign is underway for this website so that we can increase the time on site and decrease the bounce rate. SEO is not a set it and forget it process. Those who win at inbound marketing have a program in place for the long-term and a strategist that can understand the data and make decisions for improvement based on the data available.

Exhibit A

Current Rankings as of January 2012

Keywords	Rankings Page, Position
Brewster NY Certified Nutritionist	1, 1
Brewster NY Chiropractor	1, 1
Brewster NY Nutritionist	1, 3
Brewster NY physical therapy	1, 1
Brewster NY registered dietitian	1, 1
Certified Nutritionist Brewster NY	1, 1
Certified Nutritionist Danbury Ct	1, 2
Danbury CT Chiropractor	1, 1
Danbury Ct Nutritionist	1, 3
Danbury CT physical therapy	1, 2
Dietitian Brewster NY	1, 1
Dietitian Danbury Ct	1, 6

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