

## Case Study

# Foot & Ankle Centers

Foot & Ankle Centers is a podiatry practice with four established locations and plans to expand to additional sites.

In a competitive region of New Jersey, they recognized the need to enhance their strategy and update their website to differentiate themselves in the market

**+ 66%**  
Conversions

**+ 67%**  
Organic Traffic



## About the Company

### The Challenge

When the client joined our agency, they had previously collaborated with several agencies that made significant promises but delivered minimal results.

They were investing considerable funds into a Google Ads campaign that was failing to generate quality leads, and the agencies did not adequately address their concerns.

The keywords used were overly broad and did not effectively target their desired audience. As a result, they were spending thousands of dollars to acquire only a few new patients.



### The Strategy

After conducting a new competitive analysis, we developed a refined list of keywords that are more targeted.

We initiated an SEO campaign aimed at establishing market authority and attracting qualified leads.

We identified growth opportunities for his practice and implemented a tailored strategy, which contributed to significant business growth.

### The Results

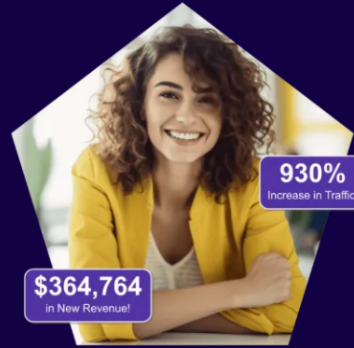
With the success of this Google Ads campaign, we were able to reduce his cost per click, decrease his monthly budget, and increase the number of leads.

The quality of the leads improved significantly, allowing him to expand his practice.

## Talk With An Expert!

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FREE CONSULTATION



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Schedule your free strategy call:

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### SOLUTIONS

- Content Marketing
- Digital PR
- eCommerce Marketing
- Influencer Marketing
- Pay-Per-Click Ads
- Search Engine Optimization
- Social Media Advertising
- Social Media Marketing
- Website Design

### RESOURCES

- Business Resource Center
- Content Marketing Funnel
- The Digital Toolkit
- Digital Marketing Blog
- FREE Marketing Calendar
- Lead Generation Guide
- Top 1,001+ Power Words
- Results & Reviews

### COMPANY

- About Us
- Awards & Recognitions
- Career Opportunities
- Locations & Hubs
- Media & Press
- Referral Program
- Contact Us

