

Smart Keyword Strategy Pivotal to Online Success

SPINE SURGERY, REGENERATIVE MEDICINE, AND SPINE-SPECIALIZED PHYSICAL THERAPY



“We’ve been very pleased with Straight North’s approach to SEO, which is both highly creative and detailed. It is a reliable business partner and a pleasure to work with.”

ERIN ORR

DIRECTOR OF MARKETING

STRATEGY

- ▶ VSI came to Straight North with a strong website rich in content, including patient-friendly content about numerous spinal conditions and treatment options. What the company needed was on-page optimization driven by keyword research. Straight North leveraged our 360° keyword research methodology to identify phrases likely to be used by potential patients. We then applied our findings to enhance on-page content, rewrite title tags, upgrade headings and improve internal linking. Given the depth of the client’s content library, we prioritized conditions and treatments that were revenue-generators or strategically important services, and then progressed to secondary pages.

KEY TACTICS

- ▶ Conducted in-depth keyword research to understand how patients search for information and providers.
- ▶ Optimized title tags to improve rankings of existing high-quality informational pages.
- ▶ Improved internal linking structure.

▶ **52% increase** in lead volume

▶ **94% increase** in organic search traffic



STRAIGHTNORTH
Make every click count.®