



www.yourdoctorsurgentcare.com

Doctor's Urgent Care is a walk-in urgent care clinic that provides friendly service for the whole family. Open nights and weekends, they offer 90% of the services that an ER does, with a fraction of the waiting time. When you can't get a hold of your family doctor or if you want to avoid an ER visit, Doctor's Urgent Care is here for you. The staff goes out of their way to be comforting and attentive to patients' needs. Based in Holiday, Florida, the clinic has branched out and now not only provides aid for Pasco County, but to neighboring counties as well.



THE CHALLENGE

When Doctor's Urgent Care sought help from OrangeSoda, their online image needed some surgical precision, stat. They wanted to become more accessible online so they could broaden their reach to the regional area. They also wanted to show their warm and welcoming demeanor through their website.

THE PLAN

- Get more potential patients to visit the site and contact the clinic by optimizing regional keywords
- Cut costs and raise ad positions (and boost number of ad appearances) by using an intelligent keyword strategy
- Build campaign to give highest return on investment by targeting potential patients

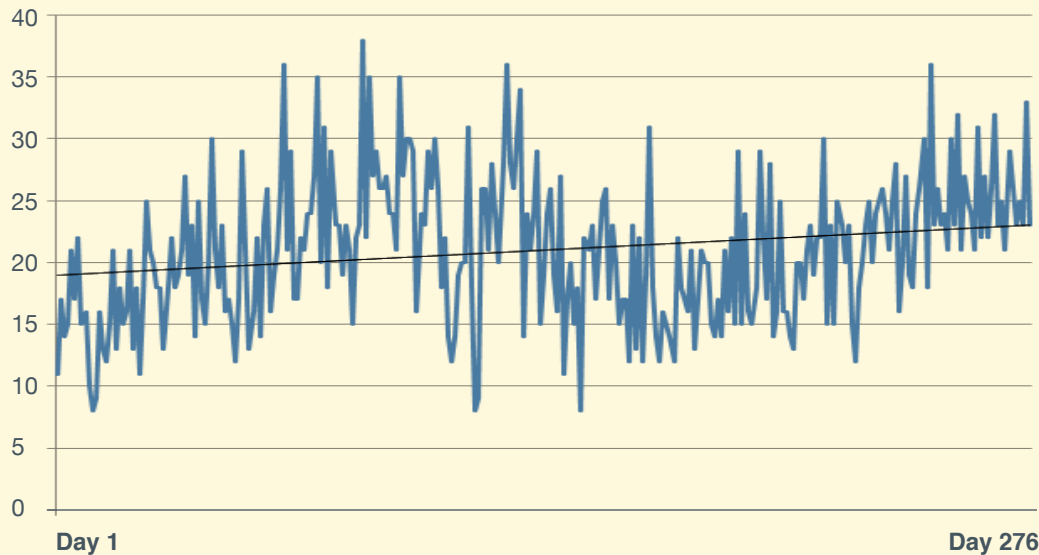
THE RESULTS

- 6,000 people have visited the website, with a huge conversion average of 13.9%
- Consistently turned up in top paid ad sections on search results
- Snagged a coveted top-five ranking for competitive keywords

SUMMARY OF DATA POINTS

DAILY VISITS TREND

During the first 9 months



IMPRESSIONS

Sponsored results

Walk In Clinic (**29,429**)

Urgent Care (**14,638**)

Clearwater Walk In Clinic (**3,335**)

Urgent Care Clinics (**1,202**)

Pediatric Urgent Care (**865**)

“ TESTIMONIAL

“In our business, customers come when they need us, not when we market toward them. So we need to be very findable when they get sick, not when they're well. We went from almost no visibility online to top visibility on PPC and organically with OrangeSoda.”

Anonymous Clinic Doctor