

**Search
Emergency
Center and
The Top
Result
is Our Client**



About Surepoint ER

The client is a 24/7 emergency center providing expert quality care to the community. With a team of highly-trained, quality doctors, they provide timely emergency care.

Their team can provide expert, rapid, and proper medical diagnoses ranging from minor injuries and fevers to major cardiac issues and trauma situations. The client has 10 emergency centers across different locations.

Brainvire has been associated with the client since December 2019 and has assisted them in building an online presence for all their locations with tailored marketing solutions.



The emergency center was never found at the time of emergency

Healthcare institutions and care centers often face challenges in establishing an online presence so that nearby customers can find them easily.

Since most people search for places online before actually visiting them, the client wanted to leverage the local presence for each of their locations.

They approached Brainvire to create an online presence and increase brand awareness. Their main motto was to increase visibility and conversions through calls and Google Maps.

Keeping the client's requirements in mind, our digital experts curated a tailored marketing strategy to suit the client's vision.

Our digital experts created a campaign for increasing SERP visibility for all 10 locations.

Increasing visibility with relevant COVID-19 alerts

The COVID-19 pandemic has hit the healthcare industry hard. At the same time, those looking for emergency care for COVID-19 or otherwise aren't able to find local emergency centers. The client was also facing the same issue. Due to the lack of an online presence, the local people could not find them online when needed.

They also implemented the schema for the client's COVID-19 testing facility to provide them visibility as a COVID-19 testing center for those affected.

To combat this challenge, our digital marketing ninjas created a COVID-19 alert on the header of the website to allow customers to find it easily.

Website revamped based on **user behavior analysis** with elaborately optimized location pages

Our professionals optimized the client's site to make it SEO friendly. The primary focus was placed on SEO-friendly content and marketing to improve the client's page rankings on search engine results.

Brainvire's digital marketing team optimized the content of all the websites of the 10 different locations to improve their search engine rankings in local search results.

200 keywords are in the **top 5 positions in just 2 months**

The client wanted to begin content marketing vigorously. Our digital and content experts conducted a thorough keyword analysis to identify keyword relevant to the client's business. After identifying keywords, we have managed to place more than 200 keywords in the top 5 of search engine rankings.

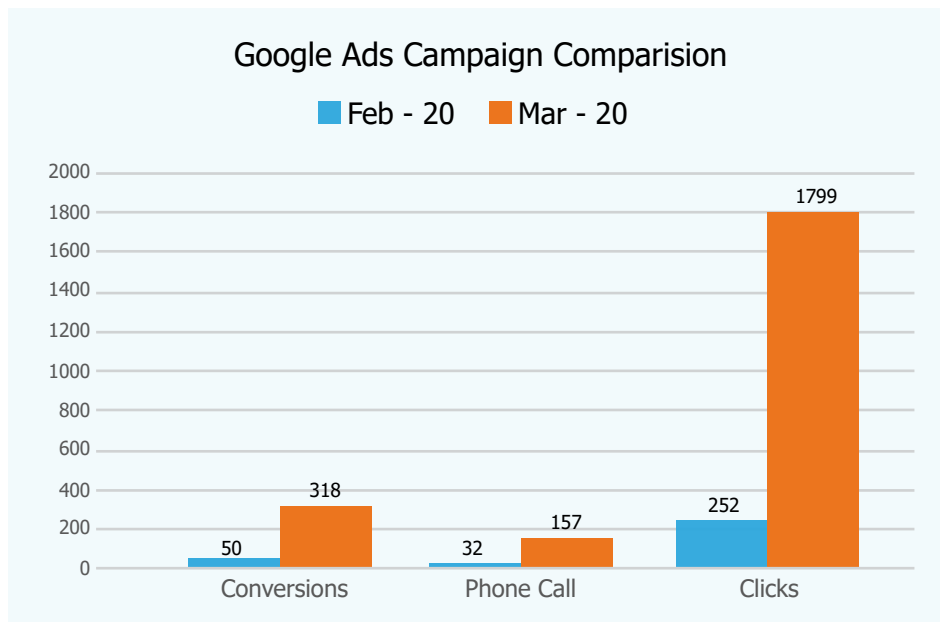
Another method to push content that was adopted by our content team was to write press releases on trending topics to keep the website content updated.

200

more than 200 keywords in the top 5 of search engine rankings.

PPC marketing for maximized ROI

With the help of PPC campaigns, we enabled the client to boost their marketing efforts according to their preferred scale and budget. We also optimized the paid ads according to the different emergency center locations to facilitate local reach and increase calls from nearby customers Brainvire also implemented Hotjar for better marketing results.



We used paid advertising to push the client's online presence to a new level.

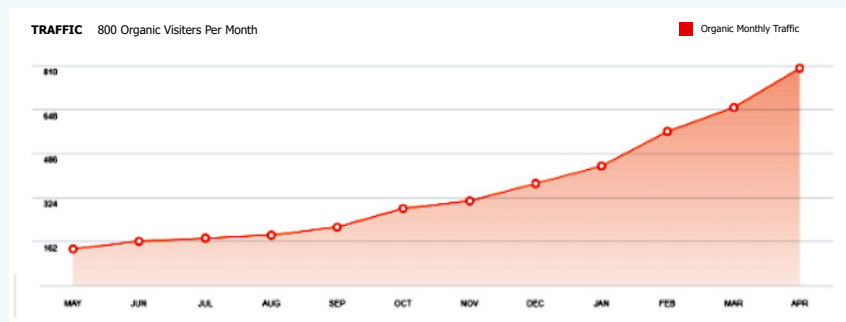


3000% increase in traffic on useful pages

Brainvire also monitored the performance of each website of the 10 different locations of the client. We conducted a detailed analysis and generate reports of all locations with GMB insights.

The reason behind this was the use of trending topics with trending keywords.

Domain Overview:surepoint-er.com



1154
Organic Keywords

800
Organic Monthly Traffic

5
Domain Score

7567
Backlinks
NoFollow 23

3000%

The resource page on each website helped to increase the page's traffic by 3000%.



Thorough competitive analysis and A/B testing paid off

Our online marketers successfully fulfilled the client’s requirement’s by establishing a firm online presence. Not only that, the content marketing initiative for the websites of all the different locations increased their visibility locally as well.

The optimization techniques and the campaigns run by our digital marketing experts showed excellent results. The client witnessed an increase in organic traffic by 32.85%, with an overall increase in traffic with 31.53%.

Campaign	Conversions			
	4/1/2020–4/30/2020	1/1/2020–1/31/2020	Change	Change (%)
<input checked="" type="checkbox"/> Surepoint Emergency Denton- BV	75.00	6.00	69.00	+1,150.00%
<input type="checkbox"/> Surepoint Emergency Azle- BV	35.00	0.00	35.00	++
<input type="checkbox"/> Surepoint Emergency Pantego- BV	41.00	0.00	41.00	++
<input type="checkbox"/> Surepoint Emergency Chisholm Trail- BV	26.00	0.00	26.00	++
<input type="checkbox"/> Surepoint Emergency Corpus Christi(Parkdale Plaza)- BV	111.00	0.00	111.00	++
<input type="checkbox"/> Surepoint Emergency Padre- BV	25.00	0.00	25.00	++
<input type="checkbox"/> Surepoint Emergency Weatherford- BV	21.00	0.00	21.00	++
<input type="checkbox"/> Surepoint Emergency Stephenville- BV	52.00	0.00	52.00	++
<input type="checkbox"/> Search-Surepoint Emergency Corpus Christi(Parkdale Plaza)- BV	0.00	0.00	0.00	0.00%
<input type="checkbox"/> Search-Surepoint Emergency Chisholm Trail- BV	0.00	0.00	0.00	0.00%
Total: All enabled campaigns	386.00	6.00	380.00	+6,333.33%

32.85%

Increase in organic traffic by 32.85%,

31.53%

with an overall increase in traffic with 31.53%.

