

Birmingham Prostate Clinic

“Impact Media has enabled me to see very clearly the value of web marketing and the importance of ensuring your website must be carefully tailored to ensure it is not only well designed and informative, but it serves its prime function which is to bring people to your business. I was impressed with Impact Media from the first contact. Everyone within the company was efficient, informative and highly knowledgeable about their field. Most importantly, Impact Media has delivered.”

Jenny Disley-Jones, Marketing Consultant

The Birmingham Prostate Clinic provides evaluation, medical treatment and complete care for conditions which affect the prostate, urinary and reproductive system. By providing continuous support throughout their patient’s treatment and keeping a high standard of care at the core of its service, Birmingham Prostate Clinic’s reputation has grown, quickly becoming established as one of the premium prostate clinics in the UK.

Accepting the growing importance of the Internet within the industry, The Birmingham Prostate Clinic contracted Impact Media to improve the natural listings in search engines whilst optimising their current Pay per Click campaigns (PPC) to improve Return on Investment.

Impact Media have worked continuously with The Birmingham Prostate Clinic and their team, striving to improve their search engine results positions for organic search, whilst maintaining a well optimised and successful Google AdWords campaign.



About Birmingham Prostate Clinic

The Birmingham Prostate Clinic is a complete private healthcare service founded in 2006 by leading UK Urologist, Alan Doherty. Specialising in prostate green light laser surgery they are recognised as having some of the leading urology authorities within the West Midlands and UK.

By offering revolutionary services Birmingham Prostate Clinic has quickly become leaders within their field.

Project Background

With the understanding of how important the Internet is within their industry, both now and in the future, the Birmingham Prostate Clinic approached Impact Media to work with them in optimising their website and to take their existing Pay per Click activities to whole new levels.

Objectives

Better visibility of account performance

- Greater ROI from Google AdWords
- Improve natural listings in search engines

Strategy

Pay Per Click

Commencing the project with extensive keyword research and competitor analysis, the Impact Media Pay per Click team gained a thorough understanding of the Birmingham Prostate Clinic's vertical and horizontal markets, enabling them to create a fully managed and highly intuitive Google AdWords campaign. Building upon this, the team continuously sculpt and manage the campaign, with the understanding that a highly successful campaign is never completed.

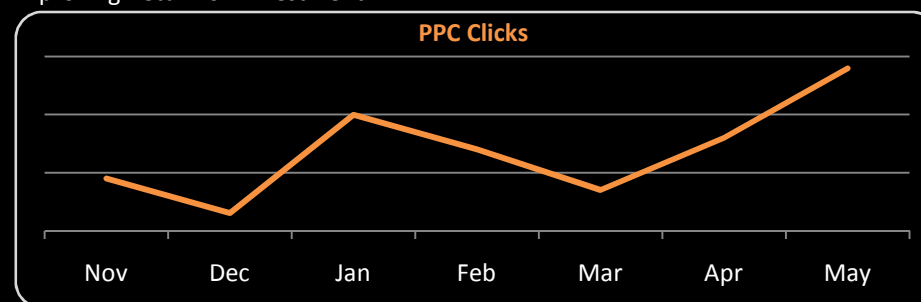
Search Engine Optimisation

Building upon the work completed with the Pay per Click team, Impact Media Specialists created a list of legitimate truly searched for keywords to target.

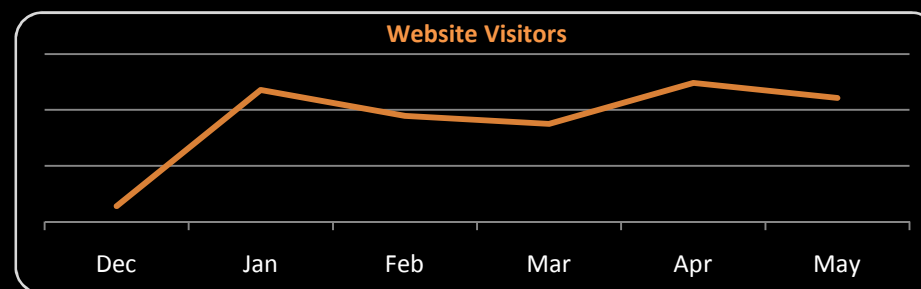
Working with the client's web team, Impact Media implemented page by page changes to the website, designed to ensure that search engines find relevance within them in relation to the targeted keywords.

Top Level Results

Month by month, the Pay per Click campaign has continued to grow and succeed, increasing visitor traffic to the site whilst reducing the Cost per Click (CPC) and improving Return on Investment.



Work carried out by Impact Media on The Birmingham Prostate Clinic's website has resulted in a highly optimised site, with over 1000 targeted keywords in the top ten on the search engines and with nearly 250 in the coveted No.1 Position.



With the success of a campaign, Impact Media will continue to optimise and grow the Pay per Click and Search Engine Optimisation campaigns with the aim for greater achievements in the years to come.