

London Foot and Ankle Centre

“I can say without hesitation that they have delivered a very significant increase in visitors to our site. The web marketing has been carefully targeted to ensure that these visitors are likely to become patients. The value they bring to business is clearly measurable and tangible.”

Jenny Disley-Jones, Marketing Consultant

The London Foot and Ankle Centre is the largest specialist service within its field in the UK. With the most innovative new treatments they offer the assurance of high quality care undertaken by some of the best surgeons in the UK.

Understanding the critical need to have web marketing that is well focused and competitive, London Foot and Ankle Centre were referred to Impact Media to manage their Pay per Click activities whilst optimising their website for organic search results.

Impact Media worked closely with the London Foot and Ankle team to ensure top level results for the Pay per Click campaigns and quality listings within natural search results. They continue to work together closely to continue and further the success observed so far.



The London Foot and Ankle Centre Case Study

About The London Foot and Ankle Centre

Comprising of a highly successful team of consultant foot and ankle surgeons, podiatrists and physiotherapists, the London Foot and Ankle Centre is the largest specialist service within its field in the UK today.

Challenge

The London Foot and Ankle Centre wanted to expand their business and find more customers online, but were struggling to gain exposure for their website. They found it difficult to rank on search engines for their key terms and were also interested in establishing a professionally managed Pay per Click campaign. An existing client then suggested that Impact Media may be able to help.

Objectives

- Grow the business through the use of web marketing
- Be competitively placed within search engines

Pay per Click

Strategy

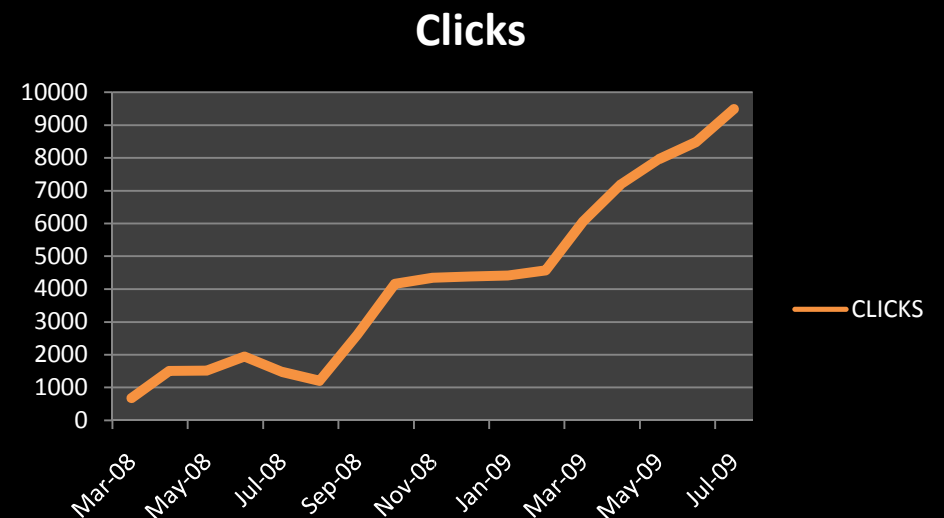
By researching the company, their industry and services they provide, Impact Media were able to gain a better understanding of the London Foot and Ankle Centre as well as their potential visitors.

Using this research, we created fully optimised campaigns featuring attention grabbing ad text and highly targeted key terms. By utilising a versatile PPC solution like Google AdWords we could update, change and remove ads to ensure continued traffic levels for the London Foot and Ankle Centre.

Outcome

As a result of the optimised Pay per Click advertising campaign, London Foot and Ankle Centre have seen huge improvements in the amount of traffic they've received. From 682 clicks in March 2008, the account produced 9,489 just 18 months later.

Click through Rate (CTR) has continued to improve reaching 6.31% in July 2009, whilst the average Cost per Click (CPC) has steadily decreased from a high of 34p down to just 18p.



SEO

Strategy

Impact Media worked with the client to determine what their aspirations for the site were and where to focus optimisation. With such a targeted niche, the London Foot and Ankle Centre required a strategy to match.

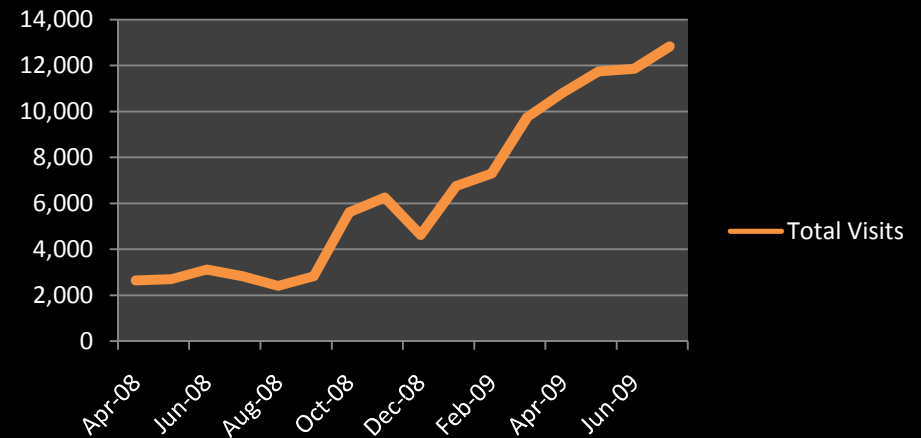
By analysing what it was that people were searching for, we could provide a better focus for the site content and optimise keywords throughout. With this targeted research and subsequent SEO implementation, we were confident that the website could achieve some excellent rankings and vastly improve traffic to the site.

Outcome

In April 2008 the London Foot and Ankle Centre attracted 2,644 visitors, of whom 964 were from natural search (search engine visitors); 12 months later this figure had improved to 10,809 with 3,213 coming from natural search.

This growth has continued month on month, providing London Foot and Ankle Centre with greatly improved traffic, which has in turn been reflected in a significant increase in referrals. Whilst in November 2008 the London Foot and Ankle Centre received just two website referrals, six months later this number had grown to 29; a fantastic improvement.

Total Visits



Impact Media continue to work closely with the London Foot and Ankle Centre to ensure that we continue to meet and exceed the standards they have set for us. To date they have achieved a number of exceptional results, including numerous top ranking search phrases, a selection of these are shown below:

- Foot and Ankle Specialists
- Foot Specialist London
- Lesser Toe Deformities
- Ankle Specialists
- Midfoot Arthritis