



# INCREASING ROI & STIMULATING GROWTH FOR TWO HEALTHCARE ORGANIZATIONS

Two Examples of the Need for a Website Audit

---



## THE CLIENTS

---

Client X operates an addiction and mental health facility with a proven track record of successfully treating patients with co-occurring disorders.



Client Y is a market leader in surgical instruments, endoscopes, and other medical devices.



## THE ASK

---

As their first concern is helping as many people as possible find recovery, Client X approached us to raise awareness for their treatment program. Despite being at the forefront of their industry,

Client Y was struggling to gain distributor mindshare and were seeking new channels to connect with surgeons and physicians.

# THE CHALLENGE

---

## Client X

To raise awareness for their recovery program, Client X requested that we use their website to identify potential patients. We advised the client to invest in a comprehensive audit to determine their website's search engine visibility and address any existing concerns. They were unwilling to invest and requested that we move straight into digital strategy.

Without an understanding of your website's strengths and weaknesses, you're building a strategy on shaky ground. The following challenges presented themselves:

- Obsolete WordPress plugins impacted security and our ability to deliver on the strategy.
- Valuable time and resources were spent on mandatory hosting site updates. These agency hours would have been better spent on strategy implementation.
- The website lacked search engine optimization, basic SEO meta descriptions, and had URLs that needed to be addressed.
- We discovered that duplicate pages were negatively affecting SEO.
- Unintuitive UX design and disorganized content made the user journey unclear.
- Stock images with glaring watermarks were present throughout the site.

## Client Y

At the time, Client Y was investigating various cost-effective channels and executions for lead generation. But, as with X, they wanted to hasten the process by leapfrogging the website audit to dive straight into strategy.

We developed a plan to leverage social media ads that generated quality leads and alerted potential distributors and end-users to Client Y's products. From the outset, there were obstacles to be overcome:

- The website was built on a very dated platform, which hampered conversion tracking.
- PDF brochures made up the majority of the site. This limited our ability to track them for the advertising campaign.
- Our initial research revealed an average of 25 sessions occurred on the website per day. These leads were not being converted to customers because of the small number of landing page options available.

# THE FIX

---


## Client X

As part of our contract with Client X, we recommended that a small bucket of our monthly optimization hours be siphoned into making enhancements to the site (where necessary). But as we implemented our strategy, we were faced with escalating challenges arising from the site's structure. In light of this, Client X requested that we only perform optimization tactics to improve their lead generation.

Faced with mounting costs and mandatory fixes, our client had no choice but to resolve their legacy issues to move forward. With all the cards on the proverbial table, we advised that they bite the bullet and develop a new website to help them reach their overall facility goals.

## Client Y

The legacy issues plaguing Client Y's website meant our only recourse was to direct social media ads to the Homepage, and track conversions on the Contact Us page. It proved a success. Over a three month period, we were able to get the brand in front of 60,368 people. From those numbers we:



channeled  
**693**  
people to  
the website

acquired  
**6**  
new leads  
for the client

## THE RESULTS

---

By recommending that Client X design a new website to reach their focus metrics, we were able to save them money in the long-term.

Though not ideal, we were ultimately able to triple traffic to Client Y's website over three months.

## THE LEARNINGS

---

While both cases proved beneficial to our clients, it was a bumpy ride to ROI. Had they sanctioned the recommended website audits prior to strategy, we could have identified the roadblocks that hampered implementation early on. This would have saved the clients time, money, and made the agency more effective.

In the end, it was a learning experience for all involved and proved how important a website audit is for building out an effective digital strategy.



[kbkcommunications.com](http://kbkcommunications.com)

**Shaping the Customer Experience**

## WE KNOW HEALTHCARE

KBK Communications is a digital marketing agency exclusively focused on medical manufacturing and distribution in the healthcare supply chain. Our team of industry veterans offers over 50 years of experience in the healthcare supply chain industry, including direct patient care, administration, medical manufacturing, sales, marketing and distribution.

If you're a healthcare distributor, healthcare manufacturer or service provider and would like to find out more about how we can help you, be sure to contact us today.