

# **Home Health Care Company Generates Significant Brand Awareness from Internet Traffic**

AT Home Care: A Web Development and Internet Marketing Case Study  
[www.athomecare.com](http://www.athomecare.com)

## **AT Home Care's Unique Situation...**

AT Home Care is a leading home health care service provider throughout Central Virginia. They came to us with a dated website that did not successfully showcase their services and statewide presence. The company was rapidly growing, and new locations were opening around the state of Virginia. They sought to develop an internet marketing plan that better met their objectives as a growing health care company.

## **Challenges in Creating their Marketing Plan...**

- How can we better market AT Home Care's wide range of services and vast coverage area with a rich website that can be easily navigated to critical elements of information about the company?
- How can we strengthen AT Home Care's competitive advantage and better communicate their outstanding medical care results?



## **Overcoming Challenges with Solutions...**

We developed a clean and easy to navigate website that describes the quality of their care services. The site is designed so that those seeking in-home medical services can easily locate where to obtain such services. An integrated Google map assists them in finding the closest location. The site is more than informative - it guides the visitor directly to the address or phone number of where to seek in-home care.

The home page was designed to highlight some of the most important areas of the website

including Locations, Outcomes/Credentials and Careers. Conventions, or call to action boxes, were included on the home page, which made it more likely someone viewed the Contact Us and Locations pages. Custom Google Analytics tracking was implemented on the home page to analyze the effectiveness of specific links and calls to action, and how often they were being clicked.

AT Home Care is constantly growing, so we incorporated a section based around recruiting. This includes a careers area, where open positions are listed and organized by location. Persons interested in a career with AT Home Care can complete a brief application online.



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The site was built on a content management platform, which enables employees to manage news and PR, and contribute to a blog to better communicate with the target markets. The website is a point of entry for doctors to approve orders submitted by AT Home Care personnel.

Upon analyzing search engine traffic data, we determined that AT Home Care could benefit significantly from search engine marketing. As such, we launched a search engine optimization (SEO) campaign to increase traffic to their site. As part of the SEO plan, additional pages were added and optimized for AT Home Care's geographic locations.

### **Results, Feedback and Client Satisfaction...**

Combining search engine marketing activities with well designed and structured site navigation has produced great results. In August 2008, when we began our work, they were receiving about 1/3 of their traffic from people finding them on search engines. A year later, more than 50% of their website traffic came from people finding them on search engines with search engine traffic increasing by 93%. In addition, online conversions increased by over 90%.

*"WSI-Webstrategies has done an excellent job, not only designing our website, but discerning our needs and improving the site's functionality and ease of use. Webstrategies walked us through the technical aspects of SEO and implemented their plan quickly so we were able to achieve incrementally higher web traffic each month. Their outstanding service is evident in the consistent monitoring and feedback they deliver. We recommend them to anyone wishing to increase their exposure and professional image."*

*Carrie Dorsey, Director of Public Relations for AT Home Care*



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