

# Prioritization Leads to Profitability

SEO & PPC Case Study



## NorthShore University HealthSystem

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## The Strategy

In order to help the brand achieve a higher return from its marketing dollars, Rise developed strategies around which keywords and service lines should be “owned” and which should be “rented” based on competition and likelihood to rank, as well as other factors.

### *Data Analysis*

By leveraging data from Google AdWords, Bing Ads, Google Analytics, Invoca (call tracking), Google Webmaster Tools, and DoubleClick for Search, Rise was able to identify historical insights and trends, adjust bids in near real-time, and develop the most appropriate content for users.

### *Keyword Domination*

Paid search (/digital-media/ppc-services) was used to capitalize on short-tail keywords that would be increasingly difficult to rank for organically, given the steep competition in the medical field. Therefore, the organic strategy was to target and rank highly for long-tail keywords. In this way, both channels were able to efficiently maximize coverage on a large number of keywords related to the primary service lines.

### *Operational Efficiency*

(/)

Northshore's paid search account was restructured with an emphasis on the more profitable service lines, allowing for improved ease of management of campaign-level budgets, ad copy personalization, and keyword-level bids and modifiers. Simultaneously, Rise refreshed all keywords for these service lines, updated metadata, and edited on-page content in order to improve organic traffic (/digital-media/seo-services) to the pages.

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## **The Results**

With a focus on profitability, efficiency, and keyword domination, NorthShore achieved a significant increase in traffic and appointment requests. (//)



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