

With a holistic digital strategy, Elevate increased their online enquires by 89%

www.elevate.com.au



"The results we've achieved speak for themselves. No other marketing exercise has netted as solid and consistent returns for our business."



Daniel Carlin, Founder at Elevate

THE GOALS

- Drive qualified organic traffic and leads to site
- Improve website conversion rate

THE SOLUTIONS

- Competitor benchmarking
- Local SEO
- Content marketing
- Guest blogging
- Technical SEO implementation
- Conversion Rate Optimisation (CRO) recommendations

THE RESULTS

- Close to 500 phone calls within 3 months
- 89% increase of clinical enquires
- 280% increase of corporate related service enquiries
- 94% increase of unique visitors
- 43 page one rankings for relevant keywords

About Elevate

Elevate is a high-end medical centre in the Sydney CBD, offering a wide range of health treatments for professionals and organisations.

Situation

E-Web Marketing was approached by Elevate's Founder Daniel Carlin to help them out of a situation that many businesses find themselves in. He explains it simply, "We engaged E-Web Marketing because we knew that no matter how good our website was that it would not get found in our very competitive industry".

Prior to the start of their campaign, Elevate's search prominence was low:



No Page 1 Keyword Rankings

Elevate was not ranking on page 1 of Google search results for **any relevant keywords**, limiting the amount of qualified organic traffic and subsequent leads.



Low Conversion Rate was 1.16%

With a 1.16% conversion rate, **only 1-2 out of every 100 visitors** to their website would make a booking enquiry.

In a bid to push to increase online enquiries, Elevate decided to develop a new website and engage in aggressive organic and paid search campaigns to drive more enquiries, both into the clinic, as well as to the corporate division of the business.

"Our decision to invest in an online marketing strategy was a big one. It is our single biggest marketing spend by far."

Solutions

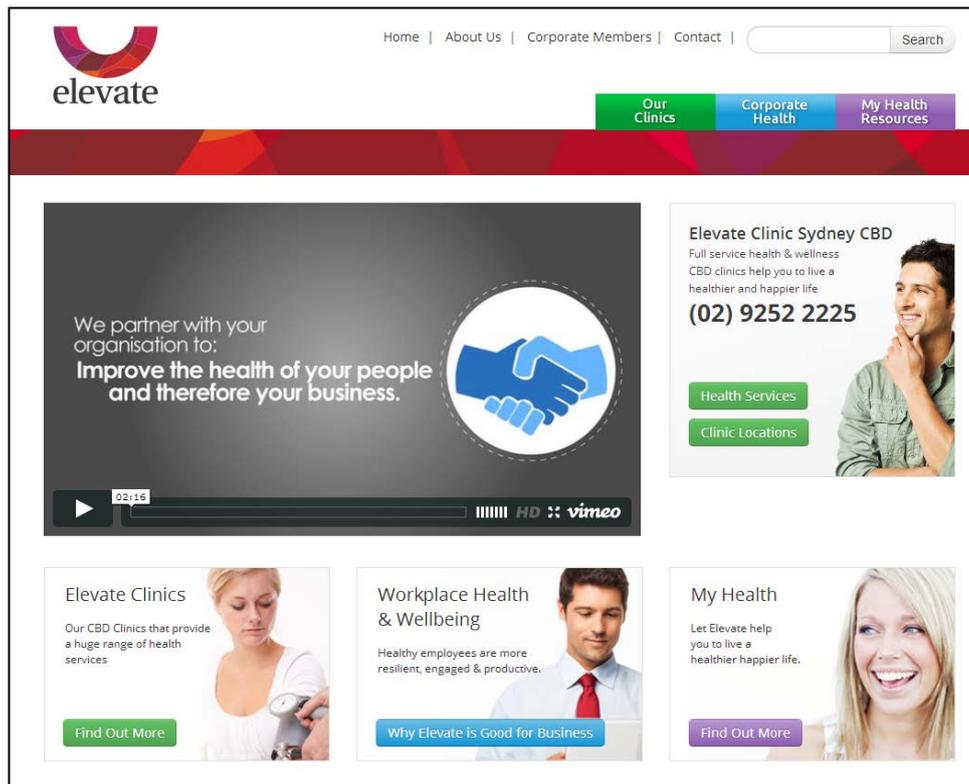
We started out by working with Elevate to understand their service offering. From this initial consultation, we proposed a comprehensive new information architecture was proposed.

This solution also required E-Web Marketing to develop a relationship with their existing web developer to ensure the website met SEO best practice. Following the launch of the website, we commenced a customised organic search strategy to build up the presence of the website that included:

- ✔ Competitor benchmarking
- ✔ Local SEO
- ✔ Content marketing
- ✔ Guest blogging
- ✔ Technical SEO implementation

“The team at E-Web really takes the time to understand our business and what we are trying to achieve – before designing tailored campaigns to suit our needs and meet pre-defined targets. We’ve also utilised E-Web for advice on developing our websites which has added to our success.”

The new website design was analysed against layout, navigation, and messaging best practices to improve the sites conversion.



The following recommendations were implemented on the new design:

- ✓ Tailor content to prospects' needs
- ✓ Make the call to actions stronger
- ✓ Place more emphasis on the photographs to attract users
- ✓ Highlight the selling points on the page
- ✓ Add elements of trust to build credibility
- ✓ Adjust formatting of copy for improved readability

In conjunction to their search campaigns (organic and paid), Elevate required a solution to gain a better insight into which keywords were performing well in terms of enquiries for each digital channel. E-Web Marketing implemented a call tracking solution, which provided statistics that were crucial in convincing board members of the return that the campaigns were generating.

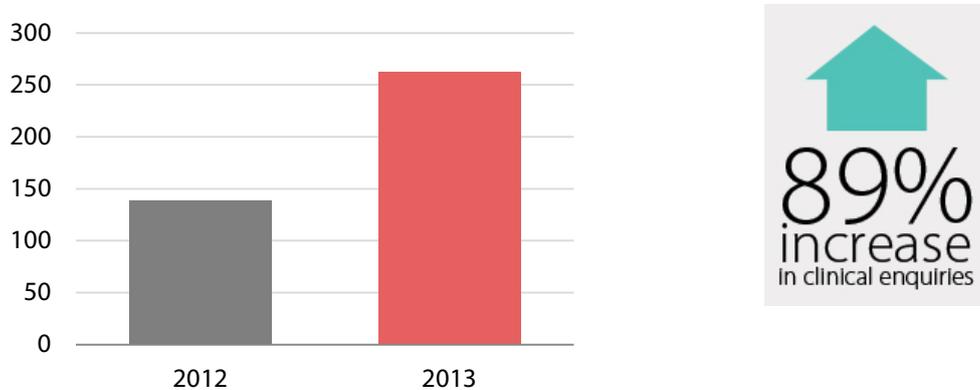
Results

Thanks to the holistic initiatives of E-Web Marketing, Elevate generated a record year for enquiries from 2012 to 2013. The business has profited from the strong flow of leads from high organic search rankings and a tightly run paid search campaign. Their goal for search prominence was achieved for their B2C clinical space, as well as the B2B corporate space.

“Partnering with E-Web is a long term strategy but one that pays off with dedication and commitment from both sides”

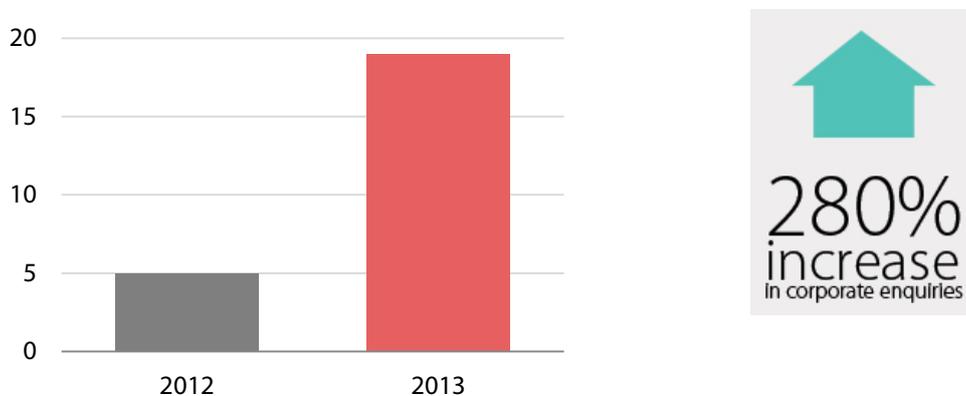
Some of the key highlights from our Elevate’s digital campaigns:

Number of Clinical Enquires



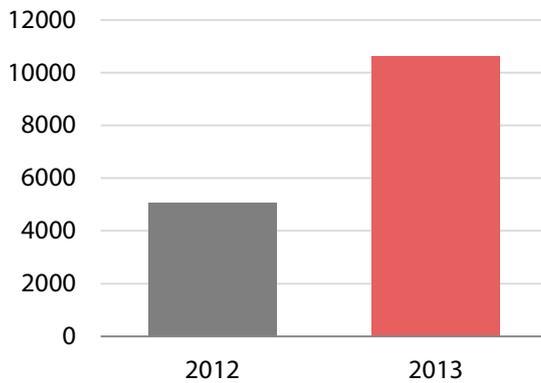
(Comparing Aug 1 2012 – Oct 31 2012 vs. Aug 1 2013 – Oct 31 2013)

Number of Corporate Enquires



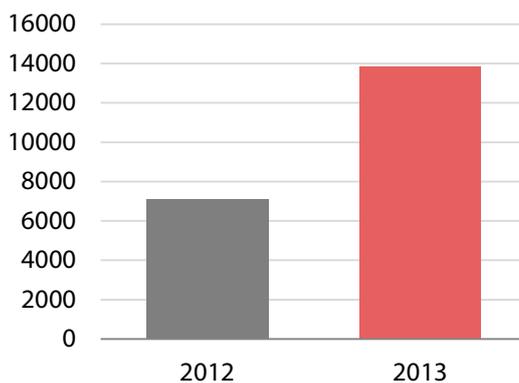
(Comparing Aug 1 2012 – Oct 31 2012 vs. Aug 1 2013 – Oct 31 2013)

Amount of Organic Traffic



(Comparing Aug 1 2012 – Oct 31 2012 vs. Aug 1 2013 – Oct 31 2013)

Number of Unique Visitors



(Comparing Aug 1 2012 – Oct 31 2012 vs. Aug 1 2013 – Oct 31 2013)

In addition, Daniel reported the business received close to **500 phone calls** within three months.

Daniel admits, "While it's been a lot of hard work we are really happy that we made that decision as the results we've achieved speak for themselves. No other marketing exercise has netted as solid and consistent returns for our business."

Together with E-Web Marketing, Elevate continues to gain steady enquiries through their website via their holistic approach to online marketing.

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