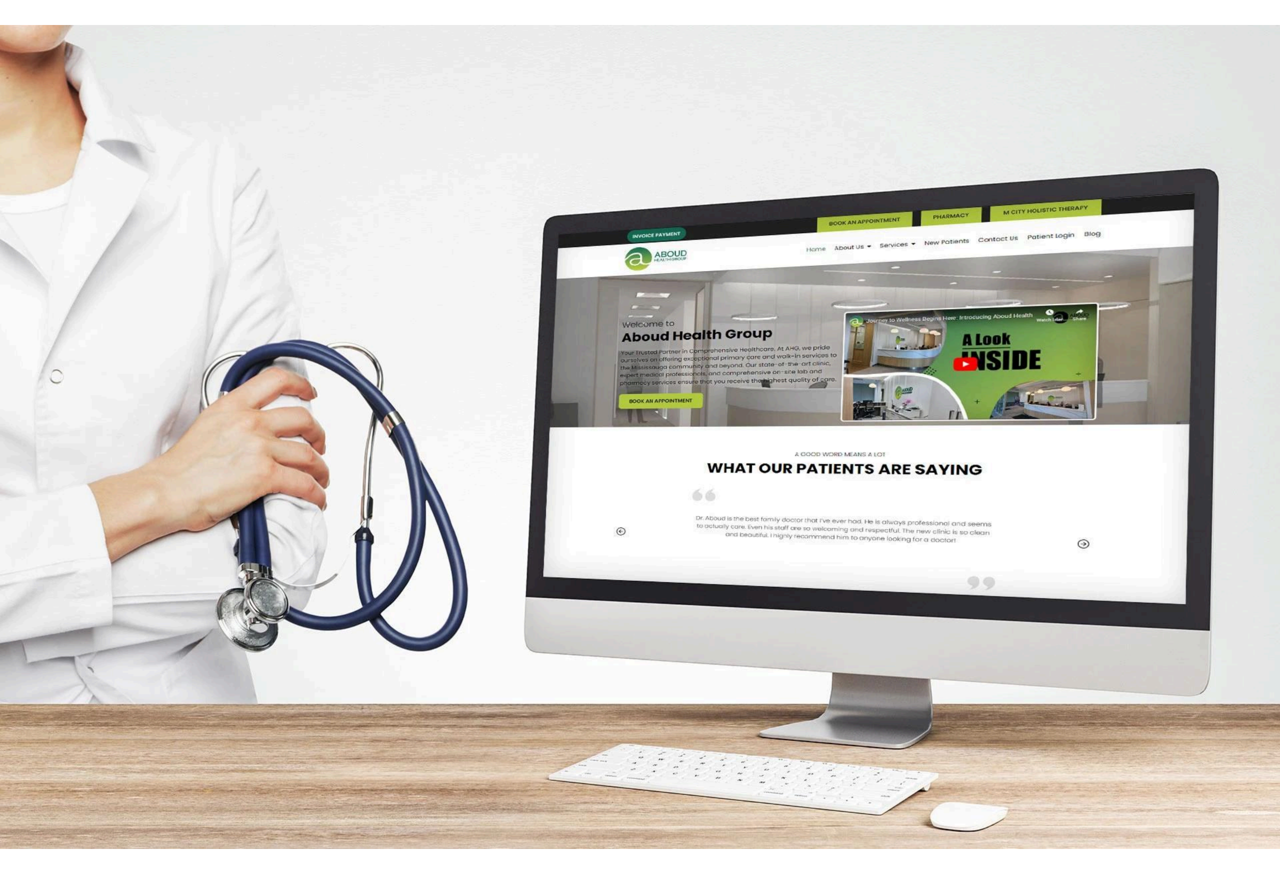
Aboud Health Group – PPC Case Study

Pay-Per-Click (PPC) Success Story: Aboud Health Group

Transforming Healthcare in Mississauga
ABOUD Health Group

Aboud Health Group is a premier healthcare facility in Mississauga, committed to delivering exceptional medical services. Equipped with cutting-edge technology and modern design, the clinic provides a wide array of healthcare options, including comprehensive primary care and walk-in services, ensuring every patient receives personalized attention and high-quality care in a comfortable environment.



About
ABOUD Health Group

Business
Healthcare

Client Name
ABOUD Health Group

Services In:
Mississauga, Ontario, Canada

Aboud Health Group is a state-of-the-art medical facility providing comprehensive healthcare services to the Mississauga community. Our clinic features modern design, advanced medical technology, and comfortable patient areas to ensure an exceptional healthcare experience.

Aboud group is committed to using cutting-edge medical equipment and technology to deliver the highest standard of care. Our facility is equipped with the latest tools, and electronic health record systems, enabling our team of professionals to provide the best possible care for our patients.

Aboud Health Group's journey illustrates the effectiveness of a comprehensive digital marketing strategy in establishing a robust online presence, starting with crafting a unique logo to strengthen brand identity.

Following this, a user-friendly website was designed to effectively serve as their digital platform, ensuring seamless navigation and accessibility.

To enhance visibility, a combination of strategic SEO techniques, engaging content creation, targeted email campaigns, and a solid social media plan was implemented, resulting in consistent growth in traffic and patient engagement.

Business Goals

Aboud Health Group's mission is to be a trusted partner in delivering comprehensive healthcare tailored to the unique needs of the diverse community. They are dedicated to providing exceptional care through personalized services and state-of-the-art facilities, ensuring every patient receives the highest quality healthcare.

Expand Patient Base
Attract and retain a larger number of patients by enhancing our online presence and visibility.

Improve Patient Experience
Continuously improve the quality of our in-person and online services to meet patient needs efficiently and effectively.

Increase Service Utilization
Promote awareness and usage of our Comprehensive Primary Care, Walk-in Clinic, and Uninsured Services.

Strengthen Community Engagement
Foster strong relationships within the Mississauga community through outreach and education.

Enhance Operational Efficiency
Optimize clinic operations and integrate advanced technology to provide seamless healthcare services.

Services Portfolio

Aboud Group's story is a prime example of how our full suite of web solutions creates a great online presence from start to finish! We started by designing a unique logo to create a strong brand image Following this, our team designed and developed a user-friendly website to serve as the digital presence. We also provide content writing facility to Aboud group. To enhance online visibility, we implemented strategic SEO techniques and created engaging content. We also ran targeted email marketing campaigns and developed a solid social media plan.

CS Web Solutions also managed Google and LinkedIn ads to drive traffic and generate leads, ensuring a comprehensive and systematic approach to boost their online presence.

Pain Areas

Aboud Health Group faced several challenges in their online presence, including stable but stagnant website traffic over the past months, consistent yet unresponsive search engine rankings, and various technical SEO errors such as duplicate URLs, an insufficient internal linking structure, and undefined anchor text for pages. These issues highlighted potential limitations in reaching new audiences, competing effectively in search engine results, and delivering a seamless user experience. Furthermore, the client faced low organic traffic, poor conversion rates, limited brand awareness, and an ineffective content strategy. Recognizing the critical need for a comprehensive SEO overhaul, Aboud Health Group partnered with CS Web Solutions, a leading healthcare digital marketing agency, to address these concerns. Their goal was to enhance visibility and performance through expert SEO and SMM services, acknowledging the growing importance of digital marketing in the healthcare industry.

CS Web Solutions Approach

At CS Web Solutions, we took a strategic approach to elevate our client's online presence in the competitive healthcare industry. This improves over all brand value and digital presence of our client.

SEO Audit

Our journey begins with a meticulous SEO audit, uncovering technical issues and forming the foundation for a targeted action plan. We commit to resolving all identified errors, optimizing images, and establishing a strong internal linking structure for improved website performance and enhanced user experience.

Local SEO Strategies

Recognizing the surge in Canadian traffic, we implement targeted local SEO strategies and branding efforts to strengthen your online presence in specific geographic areas. Our commitment to continuous optimization ensures adaptability to algorithm changes, sustaining positive results over time.

Holistic Approach

This holistic approach positions CS Web solutions as their strategic partner in overcoming pain areas, leading to improved website traffic, heightened brand awareness, and increased lead generation in the competitive healthcare industry.

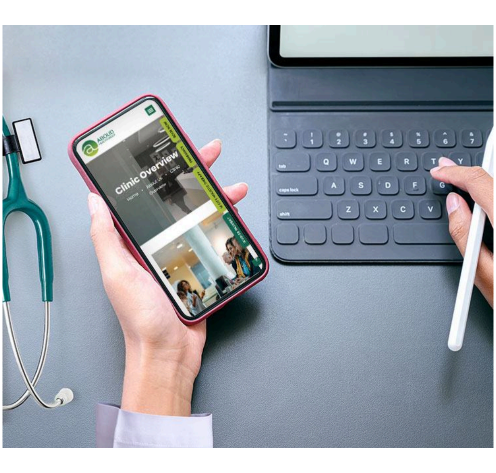
Innovative Content Strategy

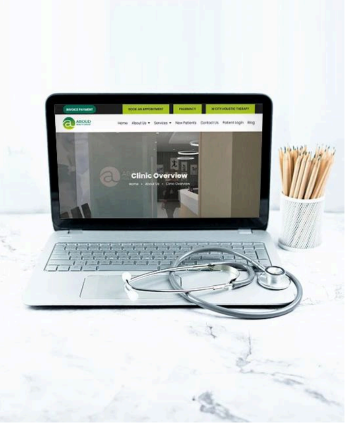
A key component of our approach is a innovative content strategy. Through regular blog posts addressing industry trends and showcasing your expertise, we strive to enhance organic traffic and user engagement. Prioritizing user experience improvements, conversion optimization, and leveraging monitoring tools contribute to increased engagement and clearer calls-to-action.

Keyword Research & Mapping Strategy

Our keyword research and mapping strategies are tailored to identify high-priority healthcare keywords, guiding our on-page optimization efforts. We align your content with user intent, focusing on revising meta tags, headers, and clearly defining anchor text for each page to boost search engine visibility.

Screens of ABOUD Health Group





CS Web Solutions Strategy

CS Web Solutions empower client's brand to overcome existing challenges, improved website traffic, improved brand awareness, and increased lead generation in the competitive healthcare industry. We develop their website and

SEO Audit and Technical Fixes
We conduct a comprehensive assessment of client's online presence, prioritizing technical enhancements to eliminate duplicate URLs, rectify internal linking issues, and define anchor text. This ensures an improved website performance and seamless user experience.

Keyword Research and On-Page Optimization
Through meticulous keyword research, we identify high-impact healthcare keywords. Our strategic mapping and optimization efforts align on-page content with user intent, boosting search engine rankings for increased visibility.

Content Strategy
Crafting a strong content strategy, we regularly publish blog posts addressing dynamic industry trends, providing solutions to user queries, and highlighting your expertise. The relevant content contributes to heightened organic traffic and improved user engagement.

User Experience Enhancement
Prioritizing user experience, we optimize website speed, ensure mobile responsiveness, and enhance overall usability. A positive user experience translates to increased engagement and improved search engine rankings.

Conversion Optimization
We evaluate and refine conversion points on your website, ensuring clear calls-to-action and an efficient conversion funnel. This strategic approach transforms heightened traffic into valuable leads and conversions.

Monitoring and Reporting
Implementing cutting-edge monitoring tools, we track website performance, user behavior, and keyword rankings. Regular analysis and insightful reporting demonstrate the tangible impact of our implemented SEO strategies.

Local SEO and Branding
Leveraging targeted local SEO strategies, we maximize opportunities in specific geographic areas, capitalizing on the surge in Canadian traffic. Our branding efforts on relevant channels aim to elevate your brand awareness.

Continuous Optimization
SEO is a dynamic process. We continuously assess performance metrics, adapt to algorithm changes, and refine strategies based on data-driven insights. Regular updates to content optimizations maintain sustained positive results over time.

Project Challenges

The Healthcare group faces several significant SEO challenges. Despite having a stable website, stagnant traffic indicates ineffective strategies for attracting and retaining visitors. The website's unresponsiveness in search engine rankings suggests poor adaptation to algorithm changes and competitors' strategies, leading to decreased visibility and market share loss. Technical SEO errors like duplicate URLs, inadequate internal linking, and undefined anchor text hinder proper indexing and ranking, impacting overall performance.

Additionally, low organic traffic and poor conversion rates point to issues in content relevance, user experience, and conversion optimization.
Limited brand awareness hampers competition with established healthcare providers, and an ineffective content strategy results in diminished organic traffic and user engagement. The lack of local SEO focus misses opportunities to attract patients in the Mississauga area.

Inadequate monitoring and reporting make tracking SEO efforts challenging, while difficulty in adapting to algorithm changes complicates maintaining search visibility. The competitive healthcare industry necessitates a strategic, tailored SEO approach to capture market share effectively.

Our Achievements

CS Web Solutions undertook an ambitious journey to transform Aboud Health Group's digital presence, driven by our unwavering commitment to excellence and hard work. Our comprehensive SEO techniques are not just a routine check—it is a deep dive into the intricacies of their digital landscape, allowing us to uncover and tackle critical issues that had long hindered performance. With meticulous attention to detail, we resolved these issues, leading to a remarkable enhancement in both website functionality and user experience.

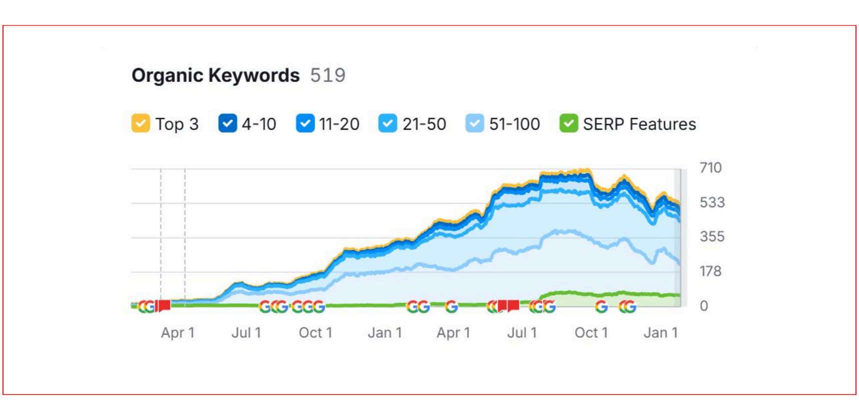
SEO Achievements

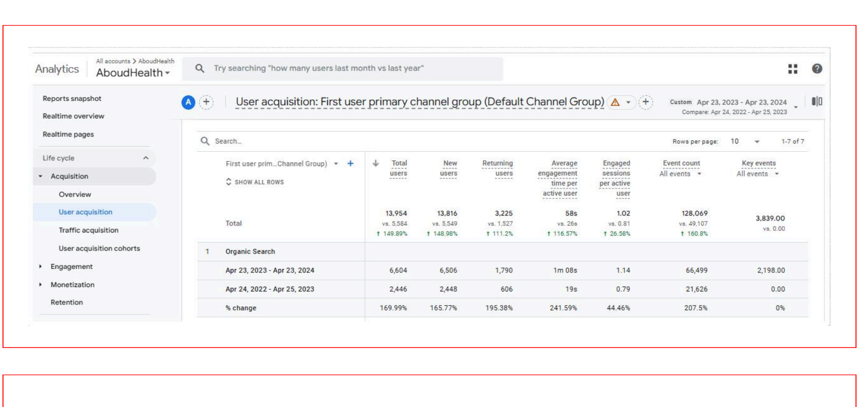
Traffic Explosion
Organic website traffic skyrocketed by 139.24%, attracting a significant number of new patients.

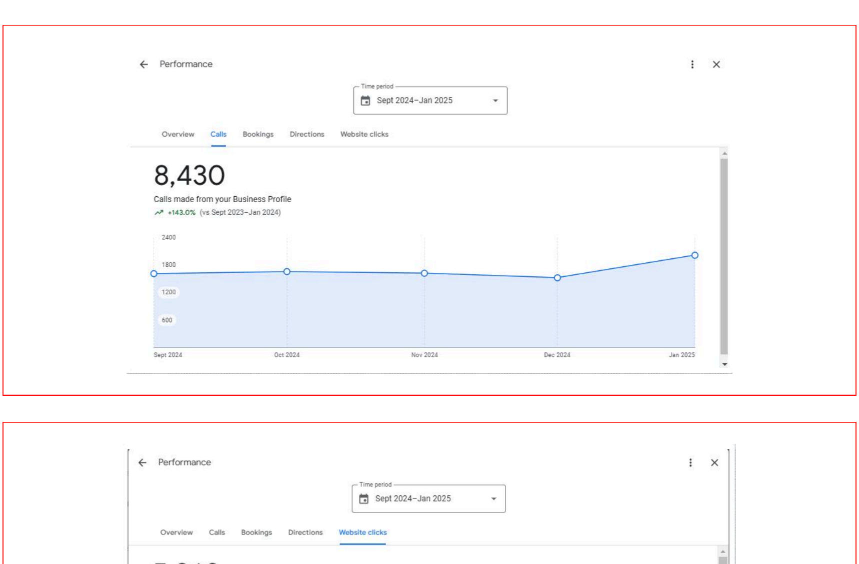
Mobile Traffic Surge
Mobile traffic surged by 147.82%, driving a substantial increase in user engagement and growing towards mobile device usage.

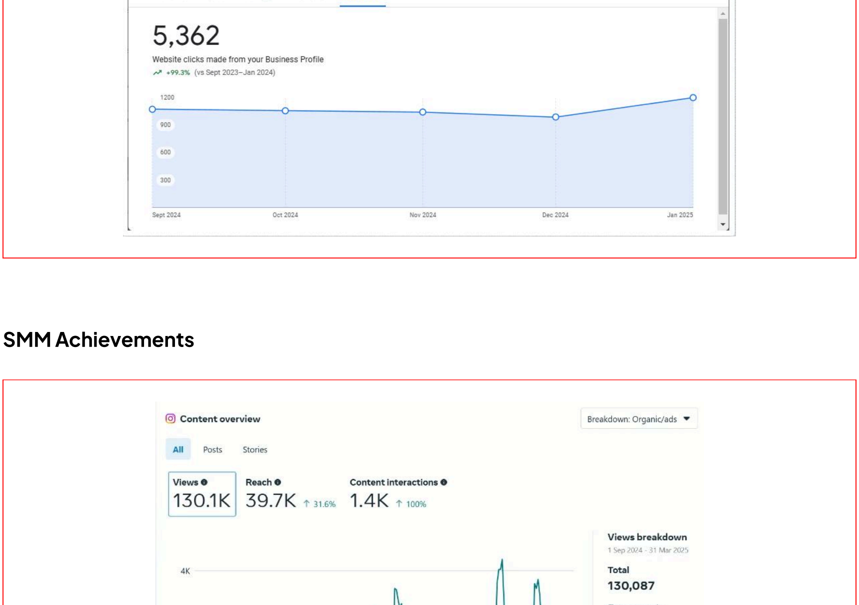
GMB Boost
Google My Business (GMB) calls increased by a 143.0% compared to the previous year, showcasing a dramatic improvement in local patient interaction.

Canadian Boom
Canadian traffic saw a remarkable increase of 138.52%, potentially indicating successful location targeting.

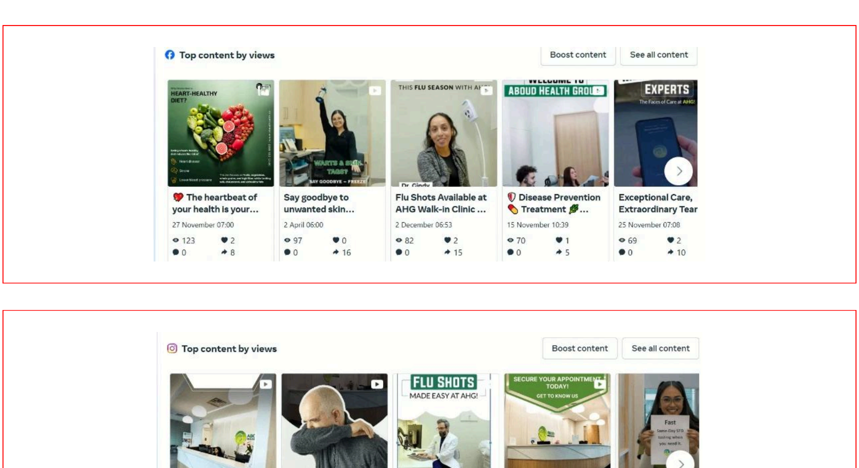


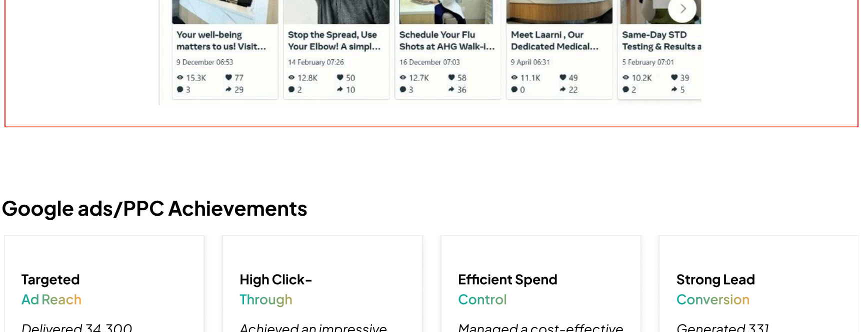


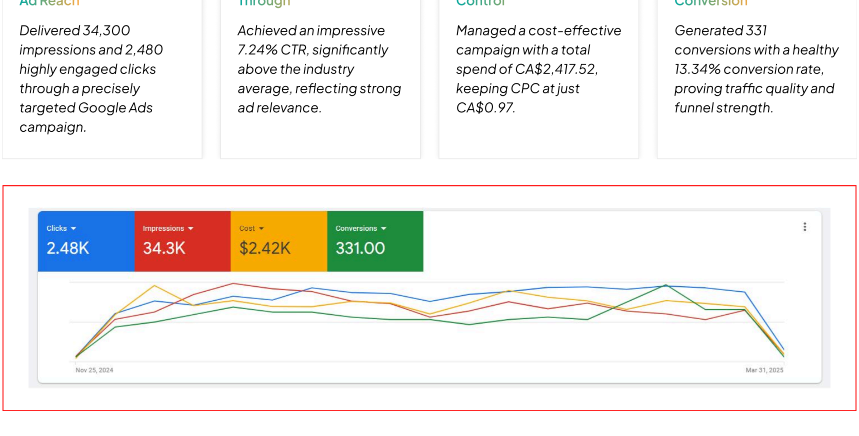




SMM Achievements







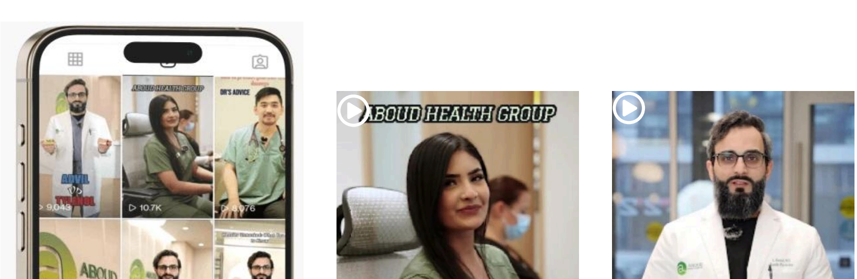
Google ads/PPC Achievements

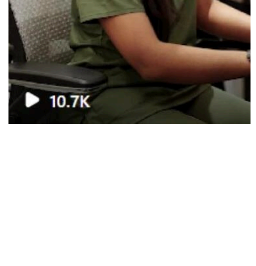
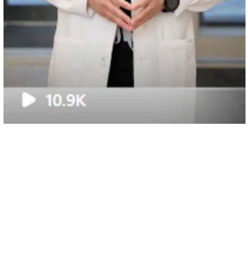
Targeted Ad Reach
Delivered 34,300 impressions and 2,480 highly engaged clicks through a precisely targeted Google Ads campaign.

High Click-Through
Achieved an impressive 7.24% CTR, significantly above the industry average, reflecting strong ad relevance.

Efficient Spend Control
Managed a cost-effective campaign with a total spend of CA$2,417.52, keeping CPC at just CA$0.97.

Strong Lead Conversion
Generated 331 conversions with a healthy 13.34% conversion rate, proving traffic quality and funnel strength.



Logo Creation

Reels :