

How Allergy & ENT Associates Increased New Sitewide Users By 149%



Background

Established in 1957, Allergy & ENT Associates is the largest multi-specialty allergy, asthma, and ENT group practice, with 15 locations throughout the Houston area. They specialize in the diagnosis and treatment of allergy, asthma, and sinus disease.

Key Metrics

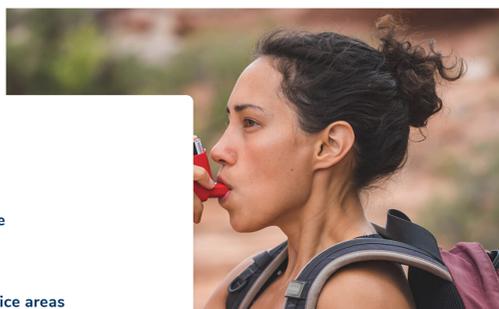


"Our experience with Logical Position has been highly effective! We have had a positive experience collaborating on enhancing our search engine optimization. Logical Position has been responsive to all our digital campaign needs!"

-Enrique T. Quintero, MD, President & CEO of Allergy & ENT Associates

Goals

- 🎯 To increase overall targeted traffic to the site
- 👁️ To increase brand awareness
- ☰ To rank for key phrases specific to their service areas



Approach

From the start of Allergy & ENT Associate's campaign with Logical Position (LP), the client's goal was to rank for "near me" terms to drive traffic to their 15 different locations. LP was able to accomplish this through a combination of SEO best practices, which included adding targeted keywords to unique content and metadata including H1 tags, title tags, and meta descriptions. Our approach focused on longtail keywords and adding "near" to the individual cities we wanted to target, which generated highly searched "near me" terms. Throughout the campaign, LP also created recurring onsite blogs and offsite content complemented with visual assets to help improve the site's overall domain authority.

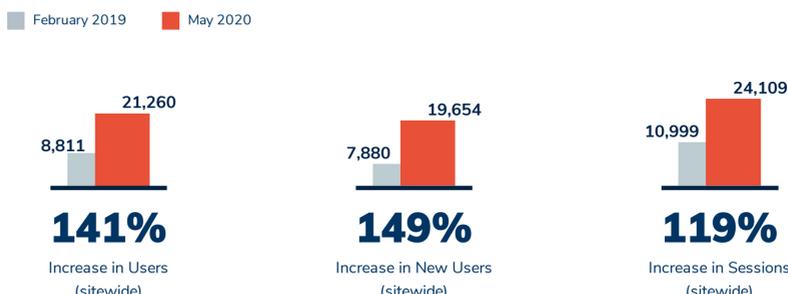
Results

In February 2019, Allergy & ENT Associates partnered with Logical Position with a Local – Intermediate campaign, as they wanted to improve their current rankings and overall traffic. Since working together, Allergy & ENT Associates has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped Allergy & ENT Associates continue to grow their business throughout the campaign. Due to Logical Position's efforts, comparing the beginning of the campaign to present day, Allergy & ENT Associates' keywords have grown over 63%. Additionally, Google Analytics shows an increase in targeted users to their site by 142%, new users by 149%, and sessions over 119%.

Keywords



Analytics



Ready to Find Out What Makes Us Different?

GET STARTED NOW



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