

12th Health

An osteopathic and movement specialist clinic located in Harrow.

Following a website review and makeover, it was decided to conduct a programme of digital marketing designed to boost online search visibility and organically grow the business through new clients and channels to market.

Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	Y
Find	Channels	Are the market channels identified and mined?	N
Convert	Your Clients	How do they find you?	N
Convert	Language	Are you happy with your marketing collateral?	Y
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	Y
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	Y

Priorities



Actions for converting clients and Channels to Market

- To increase organic visibility across the board: Optimise Meta Data
- Increase organic visits to the site : Meta Data + Keyword research
- Fix on-site errors : Health Check + Consulting the client on what needs to be done

Results

- +33% Increase in organic visits
- 157% increase in page views
- Improvements in rankings including targeted keywords
 - Osteopath Harrow:** Up 24 Positions from 28th to 4th
 - Osteopath in Harrow:** Up 4 Positions to 9th place from 13th
 - Osteopathic Treatment:** in Harrow: Up 6 positions to 3rd from 9th
- Improved site performance

URL: <http://www.12th-health.com>

Keyword: osteopath harrow



Costs

- £1.2k over 4 - month period