

Case Study

Client: Institute for Specialized Medicine (www.ifsmed.com)

Case Study Term: Jan 2010 – May 2011

Background

The Institute for Specialized Medicine (IFS MED) is one of the leading clinics in the country for diagnosing and providing integrated care for arthritis and autoimmune disease. In late 2009, IFS MED put an RFP out to 10 of the top agencies in the country. IMI was one of those agencies. IMI was awarded the contract based on our creative strategy, technical sophistication, and experienced team members. IFS MED was essentially rebranding, launching a new website, and expanding into new services and product verticals. IFS MED needed a newly designed and developed website followed by extensive online marketing. IMI developed a phased out strategy that made sense and controlled costs.

The Goal

The Phase One goal was to design and develop a new website with e-commerce integration and simultaneously perform SEO to the existing site so that upon launch, the new site would already have improved results and great visibility.

The Strategy

This strategy does not always make sense but in this case, the existing site had great history and would provide a solid SEO foundation for the new site. The domain and basic URL structure would stay the same. The strategy began with a twofold approach with our search engine optimization process and website development. Additionally, the SEO team worked with the development team to ensure the new site followed SEO best practices and the momentum of our SEO efforts would transfer to the new site. The challenge was that we could perform very little on-page SEO while building the new website. The elements of the strategy included the following:

>> WEBSITE DESIGN AND DEVELOPMENT
>> SEARCH ENGINE OPTIMIZATION

>> SEO WEBSITE DEVELOPMENT

The Results

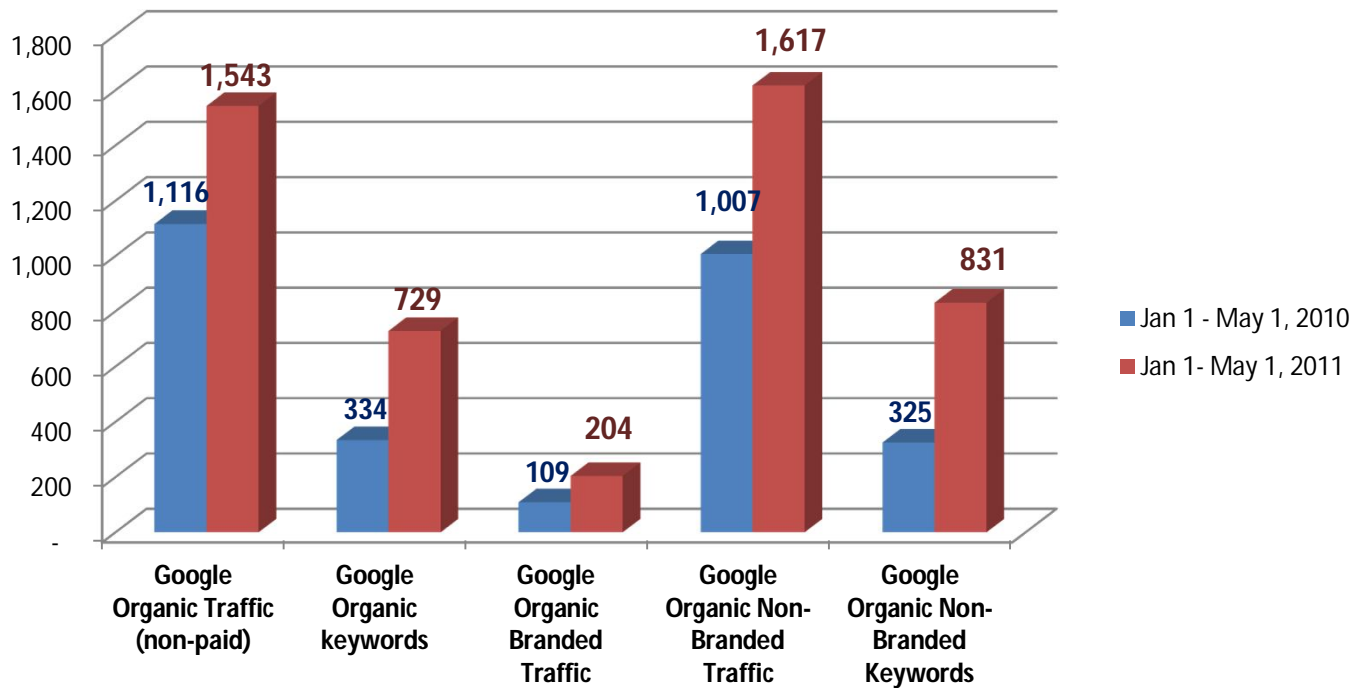
For the purpose of this case study, we have taken averages from the first four months in 2010, and compared them with the first four months in 2011. Regardless of the on-page SEO limitations during the development of the website, the results speak for themselves!

- Google Organic traffic increased by 38%
- Organic keywords increased by 118%
- Non-branded organic traffic increased by 61%
(please see the graph on the following page)

Phase Two will yield even more powerful results by incorporating the following strategies:

- On-page SEO
- Content writing
- Content optimization
- Build-out of new pages
- Optimization of new product pages





Highlights

- Google Organic traffic increased by 38%
- Organic keywords increased by 118%
- Non-branded organic traffic increased by 61%
- Organic non-branded keywords increased by 156%

