

## Medical SEO Case Study 2: Palm Beach Orthopaedic Institute (PBOI) (Orthopedics, 4 Locations in Palm Beach County, FL)

### *Summary:*

With 16 doctors, PBOI is the largest orthopedic practice in Palm Beach County, FL. The practice already had a good website, but was not appearing at the top of Google search results. This meant that they were not easy for patients to find online. Furthermore, the practice had very few positive online reviews.

### *Before:*

- ✗ Practice was **NOT easy to find on Google**, even for basic keywords such as “orthopedic surgery West Palm Beach”.
- ✗ Practice did **NOT have many positive online reviews**.
- ✗ Practice had a **VERY small online audience** / following.
- ✗ **Website Traffic was low** for such a large practice.

### *After:*

- ✓ Practice is now **on the FIRST page of Google** for almost all of the targeted keywords (e.g. First position for “orthopedic doctor west palm beach”).
- ✓ Practice now has **over 60 new positive online reviews**.
- ✓ Practice has **over 1,000 followers** new social media followers (on Facebook, Twitter, and LinkedIn).

BUT did this generate new patients?

YES:

- Over **2,000 new website visits every month**
  - Most of this traffic came via **Google**
- Increase in calls to the practice via **Google My Business**

# SEE THE RESULTS BELOW!

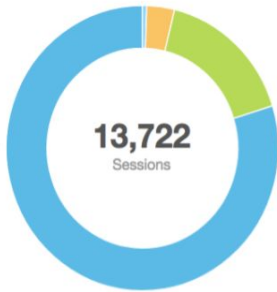
## 1. SEO Keyword Position on Google (before vs. after)

Keyword	Before	After
makoplasty palm beach county	8	1
makoplasty palm beach gardens	7	1
orthopedic doctor palm beach gardens	6	1
orthopedic doctor west palm beach	9	1
orthopedic surgeon palm beach gardens	6	1
palm beach gardens orthopedic doctor	3	1
knee injury palm beach gardens	21	1
orthopedic surgery west palm beach	Not in top 100	1
palm beach gardens orthopedic surgery	2	1
palm beach county orthopedics	Not in top 100	1
sports medicine west palm beach	41	1
wellington orthopedic surgeon	Not in top 100	1
wellington orthopedic doctor	Not in top 100	1
wellington orthopedic surgery	Not in top 100	1
knee replacement west palm beach	15	2
palm beach gardens orthopedic surgeon	4	2
shoulder replacement palm beach	51	2
west palm beach orthopedic doctor	3	2
orthopedic palm beach gardens	8	2
orthopedic jupiter	15	2
palm beach county orthopedic surgery	Not in top 100	2
orthopedic doctor palm beach county	Not in top 100	2
orthopedic surgery palm beach county	Not in top 100	2
orthopedic surgery wellington	Not in top 100	2

## 2. Social Media Following

Social Media Platform	Before	After
Facebook	33	288
Linkedin	0	690
Twitter	0	484

### 3. Increase in Traffic from Google.



#### Traffic from Google

- Organic Search - 10,940
- Direct - 2,250
- Referral - 456
- Social - 75
- (Other) - 1

### 4. Over 62 New Positive Reviews

Palm Beach Orthopaedic Institute: Palm Beach Gardens Location ★

Website

Directions

4.7 ★★★★★ 62 Google reviews

Orthopedic surgeon in Palm Beach Gardens, Florida

### Sample Reviews Shown Below



Scott Rogers  
24 weeks ago



★★★★★ If you have a shoulder problem and live anywhere near Palm Beach and north, all roads lead to Ryan Simovitch. Great reputation and experience, and it is comforting to know you are in good hands.

REPLY



Guy Moyston  
24 weeks ago



★★★★★ *The user didn't write a review, and has left just a rating.*

REPLY



David Pantone  
25 weeks ago



★★★★★ I received the Best Service Ever! From the minute I entered the suite, until the follow up calls, customer/guest service was Outstanding. Also, the technology used to check-in and to diagnose is A+. All medical staff was attentive, interested, and well trained at identifying, diagnosing, and prescribing my ailment. Nick went beyond common practice to make arrangements for my required knee brace. Doctor Noble has assembled an outstanding team of professionals. Keep up the terrific work!

REPLY



David Loveland  
25 weeks ago



★★★★★ *The user didn't write a review, and has left just a rating.*

REPLY

**"Red Castle got us to the top of Google and patients now always tell us they found us on Google!" - PBOI Staff**