

CARESPOT

CASE STUDY





We Helped CareSpot Earn a Clean Bill of Health so that they Could Continue to Deliver Top-quality Urgent Care

CareSpot's SEO/PPC needed some immediate medical attention. Here are a few results of our treatment plan:

173,880
digital leads
in 9 months

88,806
paid leads

85,704
organic leads

A blended
cost per lead
of \$3.94

CareSpot offers convenient and reliable walk-in care at locations throughout the United States. Their mission is to be an affordable alternative to the emergency room. They provide quality care that accommodates the hectic schedules of today's average patient. From pediatric to adult urgent care needs, CareSpot has clinics throughout the country, from Florida to California.

Cardinal partnered with CareSpot to handle the SEO/PPC for 56 of their locations. The impressive results we delivered resulted in our expanding our management to all 90 U.S. locations.

Making It Easy for People to Find the Urgent Care They Need

At the crux of CareSpot's SEO & PPC campaign was the singular mission of making it easier for patients to find the urgent care they need.

When it comes to digital marketing, that means focusing on local listings. More and more consumers turn to search engine results and, specifically, local map listings, prior to making a conversion. We knew it was pivotal that CareSpot become the leader in local map listings.

Through our work, CareSpot ranked:

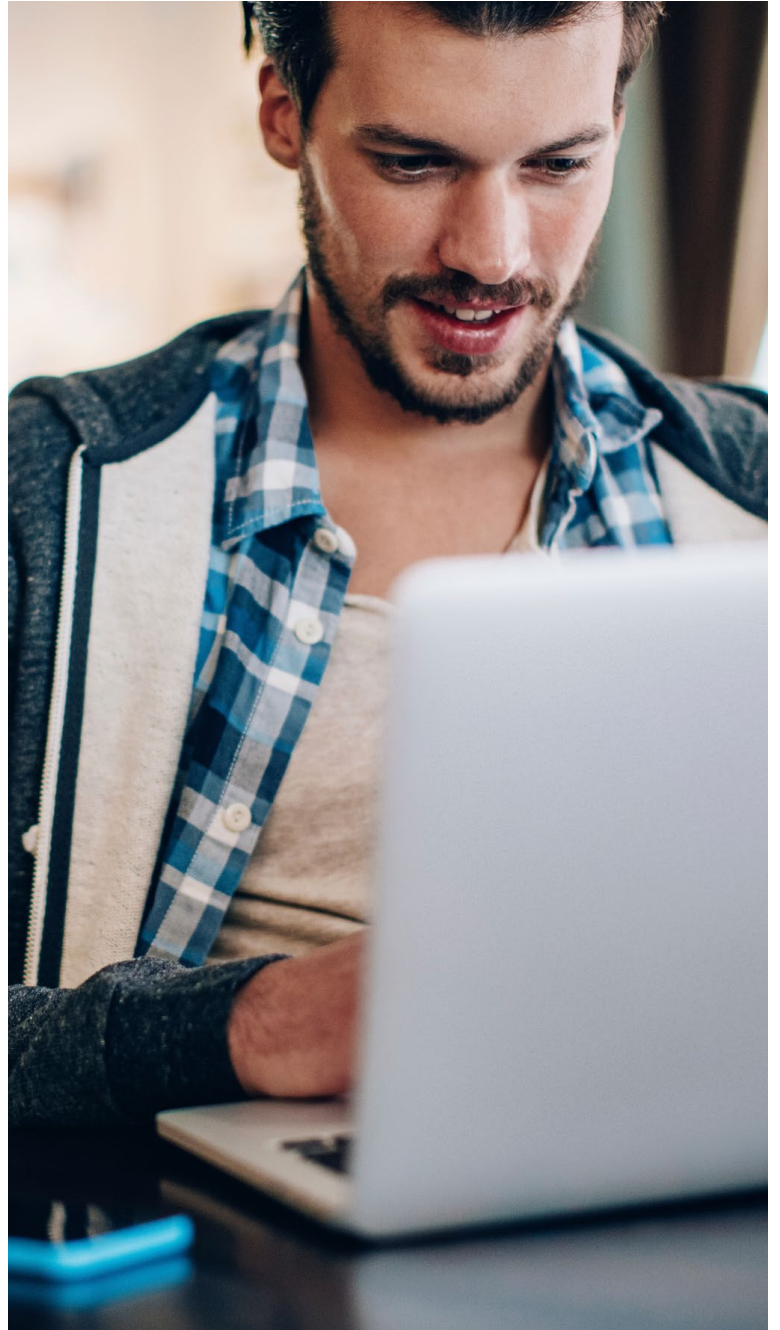
#1

in local map listings in **50%** of searches

in positions

1-3

(the visible 3-pack) of the map listings in **97%** of searches



Populating the search pages

The more often a brand appears on a search engine results page, the more likely users will click and convert.

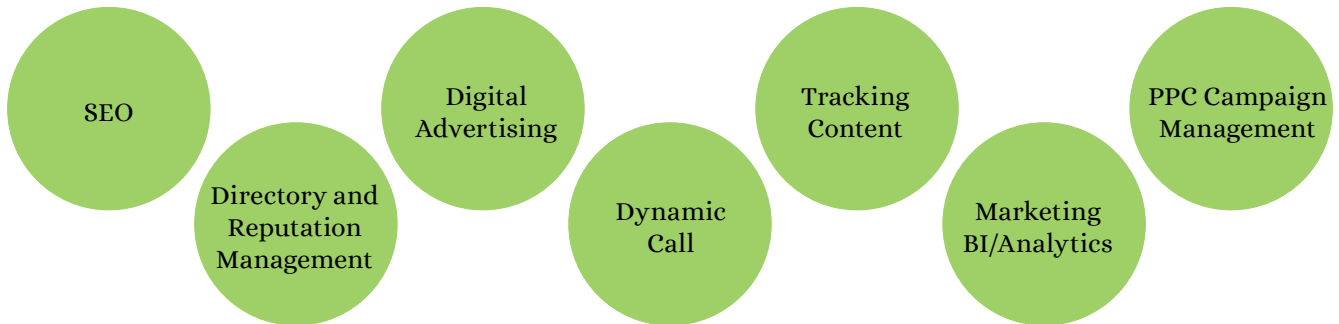
While Cardinal's custom SEO strategies helped CareSpot appear on page 1 of Google's search pages in 100% of all searches, we are equally as proud of our ability to help them appear a second time on these results pages in 92% (33/36) of searches.

By incorporating this organic approach, we were able to provide CareSpot with more than 85,000 organic leads at a cost-per-lead of \$1.40.



What Cardinal Continues to Deliver

Our partnership with CareSpot has grown into the type of relationship that allows us to manage and address all of their digital needs. This includes:



The marketing team we've assigned specifically for CareSpot perform regular checkups, not only to ensure the health of our campaigns, but to determine how best we can adapt our strategies for further growth.

We continue to help CareSpot fulfill their mission of making urgent care affordable and accessible to people throughout the country. Our SEO/PPC campaigns are closely monitored and built upon to ensure CareSpot continues to see the type of paid and organic results we've established from the onset.

For more information please call 404-585-2096 or visit us at
www.cardinalwebsolutions.com