

SEO Case Study: Health Content for Medical Professionals

Background

The client is an online provider of health information services for consumers, physicians, healthcare professionals and employers. The client provides an extensive database of the latest clinical information, health care benefits as well as guidelines on better living and exercise, and information on common health conditions and illnesses.

Challenge

Prior to partnering with The Search Agency, the client's lone SEO content editor and IT resources struggled to communicate with each other. Any changes the marketing department attempted to implement were thwarted by the IT department, which controlled the client's website. What's more, the client's IT department would often implement changes to its website without consulting the SEO team, resulting in precipitous drops in organic traffic, at times as much as 50%. In order to maintain and improve its organic traffic, which accounted for nearly 80% of the site's overall traffic, the client needed an SEO agency to not only provide strategic consulting to the marketing department, but act as a mediator between the internal SEO team and IT.

Solution

The client hired The Search Agency to help overcome the distrust that had developed between the IT department and the in-house SEO editor. The Search Agency's expertise became an internal resource for the SEO content editor, serving as the editor's advocate in dealings with the IT department and the SEO evangelists.

- **Bing Crawler-** The IT team did not understand how Bing's crawler, Bingbot, accessed site pages for indexing. As a result, they were not optimizing the site correctly and were losing a significant amount of indexed pages and traffic from both Bing and Yahoo!. The Search Agency's account team implemented SEO architecture best practices to resolve these technical problems and recover lost traffic, by making the site more search engine friendly to Bing.
- **Redirect pages-** The client's in-house content team periodically purges content from the site. Previously, when they removed content from the site, they did not administer the correct redirect pages for the removed pages. As a result, the missing pages were not being removed from the search engine index, causing a spike in error pages, crawling and indexing issues on the site, and ultimately a decline in traffic. The Search Agency quickly acted to introduce 404 and 302 redirect pages for the deleted pages to alert search engines that the pages had been removed.

Results

Having built a strong relationship between the marketing and IT teams, the client implemented a new process for making changes on the site. Marketing and IT work together before pushing out new content, and the teams consult with their account team at The Search Agency before making any changes to the navigation or architecture. The Search Agency has been able to clean up the technical problems, and organic traffic has increased 23 percent year-over-year.

Monthly Organic Traffic

