



Case Study:

Transforming Content Strategy for a Leading Orthopedic Institute

Client: New York's Largest Orthopedic Institute

Industry: Healthcare

Background:

This Orthopedic Institute, one of the largest in New York, provides a comprehensive range of orthopedic care through various subspecialties. Recognizing the growing importance of digital content in patient engagement and professional communication, the institute sought to refine its content strategy. Their goals were to create a consistent voice across sub-specialties, optimize content for search engines, and ensure that both medical professionals and potential patients found the content engaging and useful.

The Challenge:

Despite the institute's reputation for medical excellence, their website faced several key issues:

Inconsistent content voice: With numerous sub-specialties contributing to the site, there was no unified tone or style, leading to fragmented communication across different sections.

SEO and user-friendliness: The website's content was neither optimized for search engines nor easily navigable for users, limiting its ability to attract and engage visitors.



Site redesign: As the institute was undergoing a website redesign, they required a comprehensive content overhaul to ensure the new site was both SEO-friendly and user-centric.

Dual audience engagement: The institute needed to cater to two very different audiences—medical professionals seeking detailed, technical information, and patients looking for accessible, patient-friendly content.

The Solution:

To address these challenges, we were contracted to conduct a full content audit and develop a customized content strategy. Our approach included the following key steps:

Comprehensive Content Audit: We began with a detailed audit of the institute’s existing content. This process revealed several gaps in both the technical and topical aspects of the content:

Missing or incorrect on-page SEO elements: Important SEO factors, such as meta tags, headers, and keyword usage, were either missing or improperly implemented, negatively impacting search engine visibility.

Lack of topical optimization: Many of the institute’s specialty pages were not optimized with relevant, search-friendly terms, reducing their chances of appearing in organic search results.

Disorganized content structure: The content lacked a clear organization, making it difficult for both medical professionals and patients to navigate and find relevant information.

Customized Content Strategy Development: Based on our findings, we created a detailed content strategy that addressed the institute’s specific needs:

Unified Content Voice: We developed guidelines to ensure that content across all orthopedic subspecialties had a consistent voice, while also tailoring language to suit the needs of different audiences.

SEO Optimization: We optimized the website’s content for search engines, ensuring all pages included appropriate keywords, optimized meta tags, and

properly structured headers. This improved the site's visibility and rankings on search engines, attracting more relevant traffic.

User-Friendly Content Organization: We reorganized the content to make it more intuitive for users. Information was categorized clearly for medical professionals and patients, making it easy to access detailed, relevant content without overwhelming users.

Implementation and Collaboration: We worked closely with the Orthopedic Institute's internal teams, ensuring they had the tools and knowledge to maintain the newly optimized content in alignment with best SEO practices and patient engagement goals.

The Results:

The customized content strategy we developed for the hospital led to significant improvements in their online presence and engagement:

Increased SEO Visibility: Optimized content helped the hospital rank higher for relevant medical and healthcare-related searches, leading to a noticeable increase in website traffic.

Higher Engagement: By creating content that resonated with both medical professionals and patients, the hospital saw a marked improvement in user engagement and time spent on the site.

Consistent Brand Voice: The hospital achieved a unified and consistent voice across its many specialties, enhancing its reputation as a trusted medical institution.

Improved User Experience: The restructured content made it easier for users to find relevant information quickly, improving the overall user experience for both patients and doctors.

Conclusion:

This case study demonstrates the power of a well-executed content strategy in the healthcare sector. By conducting a thorough content audit and implementing a user-centric, SEO-optimized content strategy, we helped one of New York's largest

medical groups improve their online presence, increase engagement, and drive higher search engine visibility. The hospital is now better positioned to serve its dual audience of medical professionals and patients, while continuing to grow its digital footprint.