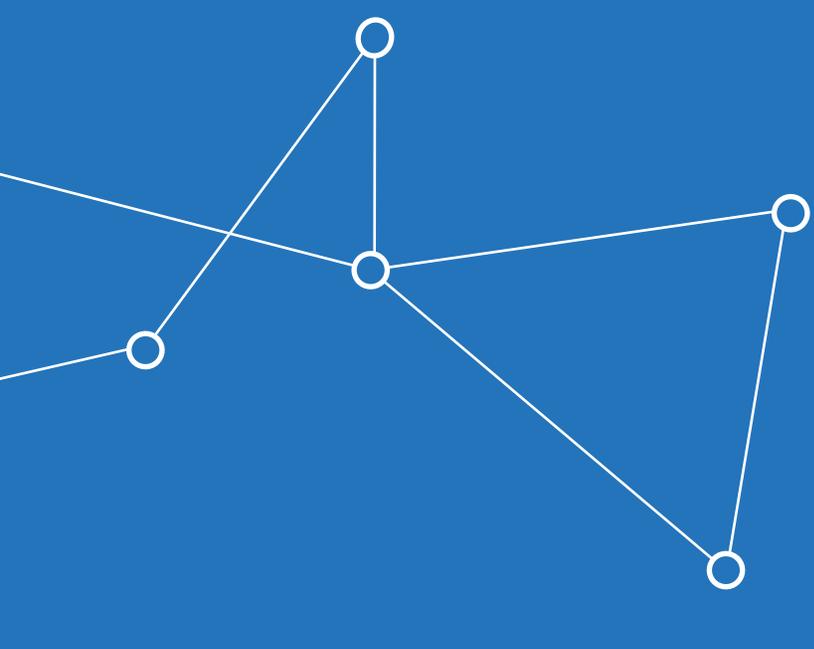




BLOGGING SERVICES CASE STUDY

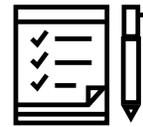




INTRO

Once a website is launched or relaunched, the work is just beginning. Gone are the days of hitting LIVE on a website and letting it act as an online business card or www-style billboard. The websites of today, the digital landscape 3.74 billion Internet users peruse, are being tasked with more than ever before. Creating and distributing content to users has now become websites' number one goal.

In the case of Williams Integracare Clinic, blogging increased customer conversion by a hefty 200 percent.



CONTACTS FROM
THE BLOG IN THE
CLINIC'S DATABASE

INCREASED BY
29%



BLOG VIEWS

INCREASED BY
741%



CUSTOMERS
FROM THE BLOG

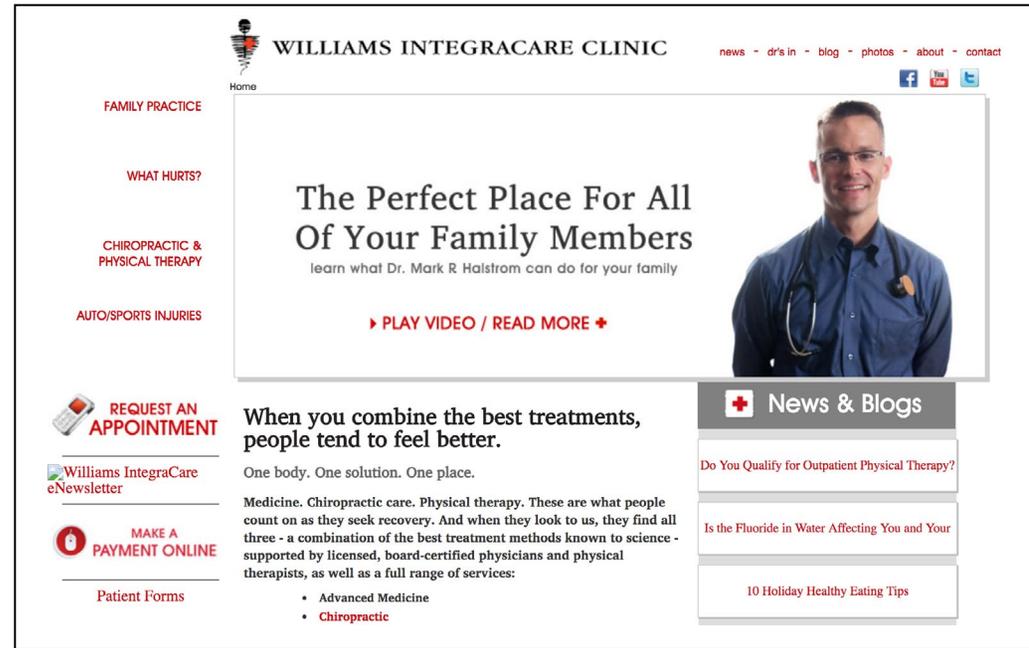
INCREASED BY
200%

Simply launching a URL is the basic first step. The second step (after you've carefully crafted your website's architecture and content) is blogging.

CLIENT PROBLEM

In Central Minnesota, there's such a thing as market saturation when it comes to being a healthcare facility located very, very near a major healthcare system made of nearly **10,000** employees, **six** facilities, and **17** clinics.

HERE'S WHAT IT LOOKED LIKE:

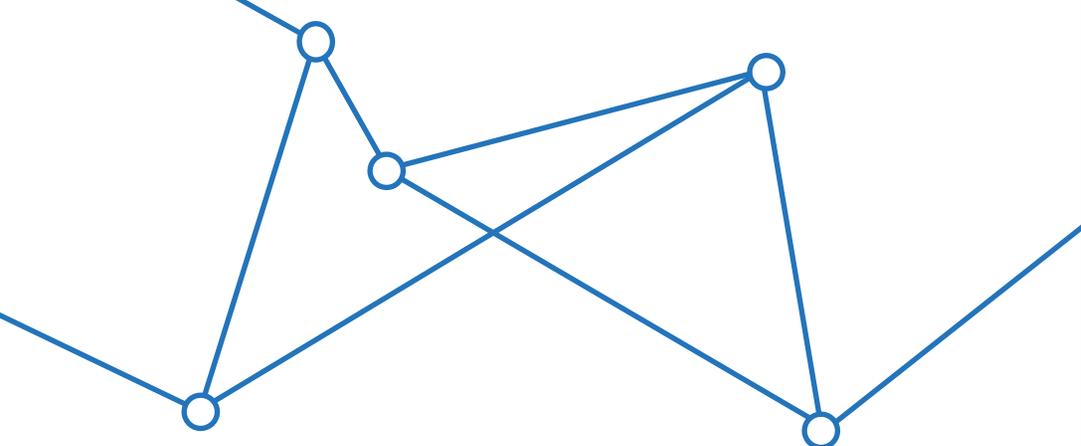


SO HOW DOES WILLIAMS INTEGRACARE STAND OUT?

That question is what shaped and led our website redesign process.

HERE'S HOW





Williams Integracare Clinic is a **specialty medical facility** in Sartell, MN that combines **family practice**, **physical therapy**, and **chiropractic care** under one roof. Its **holistic** approach to health offers patients a wide range of services and specialties in a **unique care model** that's both comprehensive and continuous.

SEO (or lack thereof) was the driving force behind Williams seeking out inbound marketing services from Leighton Interactive. The clinic was seeking a website redesign to take it from the customary online brochure style site it was at the time to something that better modeled the **innovative care** and **treatment** Williams Integracare Clinic offers patients.



OUR SOLUTION

Together we realized the opportunity they had to showcase who the clinic's providers are, giving potential patients enough familiarity to make an appointment based on bios and specialties.

○ But how do we tell that story?

○ How could inbound marketing work for a clinic – an industry not typically looking for “leads” of the usual, sales-type?

One word: **BLOGGING**. Just what the doctor ordered.

HERE'S WHAT WE DID:

The screenshot shows the Williams Integracare Clinic website. The header includes a navigation menu with links for 'REQUEST AN APPOINTMENT', 'PATIENT FORMS', 'DR'S IN', 'BLOG', 'ABOUT', 'RESOURCES', and 'CONTACT'. Below the header, there are service categories: 'DMR METHOD', 'CHIROPRACTIC', 'FAMILY PRACTICE', 'PHYSICAL THERAPY', and 'AUTO/SPORTS INJURIES'. The main content area features a large portrait of Dr. Granroth, a smiling man in a purple shirt and tie. To the right of the portrait, the text reads: 'WHERE IT'S MORE THAN JUST THE SPINE'. Below this, a red button contains the text 'SEE WHAT DR. GRANROTH CAN DO FOR YOU'. At the bottom of the page, a white banner contains the text: 'WHEN YOU COMBINE THE BEST TREATMENTS, PEOPLE FEEL BETTER FASTER.'

REQUEST AN APPOINTMENT PATIENT FORMS DR'S IN BLOG ABOUT RESOURCES CONTACT

WILLIAMS INTEGRACARE CLINIC

DMR METHOD CHIROPRACTIC FAMILY PRACTICE PHYSICAL THERAPY AUTO/SPORTS INJURIES



POSTS BY TOPIC

- + [Cancer](#) (2)
- + [Child Health Care](#) (6)
- + [Chiropractic Care](#) (16)
- + [Diabetes](#) (1)
- + [Diet](#) (5)
- + [DMR Method](#) (13)
- + [Exercise](#) (1)
- + [Family](#) (4)
- + [Family Practice](#) (14)
- + [Fitness](#) (3)
- + [Food](#) (4)
- + [General Health](#) (5)
- + [Headaches](#) (1)
- + [Healthy Recipes](#) (2)
- + [Holistic Health](#) (2)
- + [Insurance](#) (2)
- + [Medication](#) (2)
- + [Men's Health](#) (2)
- + [Mental Health](#) (2)
- + [Olympics](#) (1)
- + [Pain](#) (13)

Fun Ideas to Stay Active During the Winter

Posted by [webmaster](#) on Thu, Dec 14, 2017



FUN IDEAS TO STAY ACTIVE DURING THE WINTER

Winter is in full effect. The winds are whipping, the snow is falling, and the excuses to stay indoors are abundant.

Even if you don't have a gym membership, you can still meet your fitness goals by getting a little creative. Try these ideas to stay active this winter.

Tags: [Activities](#), [Exercise](#), [Fitness](#), [Fun Active](#), [Williams Integracare](#), [Winter](#), [Workout](#)

+ [Exercise](#) + [Fitness](#) + [Williams IntegraCare](#)

Healthy Holiday Meal Planning: The Do's and Don'ts of Christmas Calories

Posted by [webmaster](#) on Tue, Nov 14, 2017



As the holidays approach, your meals tend to get sugarier, saltier, fattier, and overall worse for your health.

There are still many ways you can enjoy scrumptious seasonal suppers without the negative impact on your health. Here are some do's and don'ts when hosting at holiday time to ensure everyone has healthy food options and feels their best!

Tags: [Fitness](#), [Food](#), [Goals](#), [Health](#), [Holidays](#), [Meal Planning](#), [Meals](#), [Tips](#), [Williams Integracare](#)

+ [Diet](#) + [Fitness](#) + [Food](#) + [General Health](#)

With the patient in mind, we pulled things out of care regimes at the clinic to highlight as topics. For example:

- One of the doctors on staff is a specialist in the area on **concussions**.
- Child chiropractic can be used to combat **colic, reflux, and scoliosis**.
- Hormone therapy replacement, health insurance, and holistic care- topics people often have questions on – **could be explored in depth in blogs**.

Our team carefully extracted the true subject matter experts from the vast team at Williams Integracare Clinic and positioned the providers as **open, approachable** individuals with real online personalities and identities.

We curated content calendars reflective of the **three pillars of healthcare** Williams Integracare Clinic operates on, and conducted research of users and patients to develop a content plan that married healthcare problems with the solutions the clinic specializes in.

RESULTS

Prior to the site redesign, nearly 100 percent of appointments made at the clinic were due to pain. Adding a blog to their website gave Williams Integracare providers a platform for:

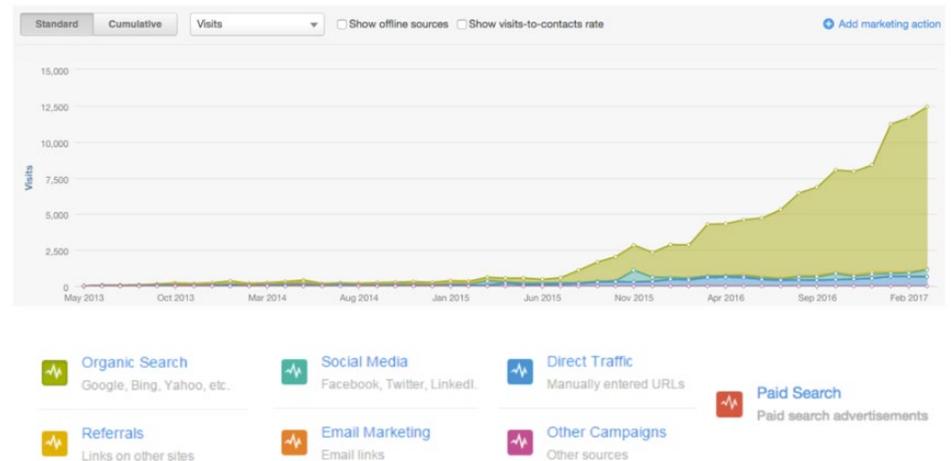
- Thought leadership
- A place to uncover healthcare questions and issues
- The opportunity to grant patients endless resources related to their health and wellness

Blogging created a sense of **proactivity** for Williams Integracare Clinic and enabled the facility to foster patients advocating for their own health.

YES - BUT DID IT WORK?

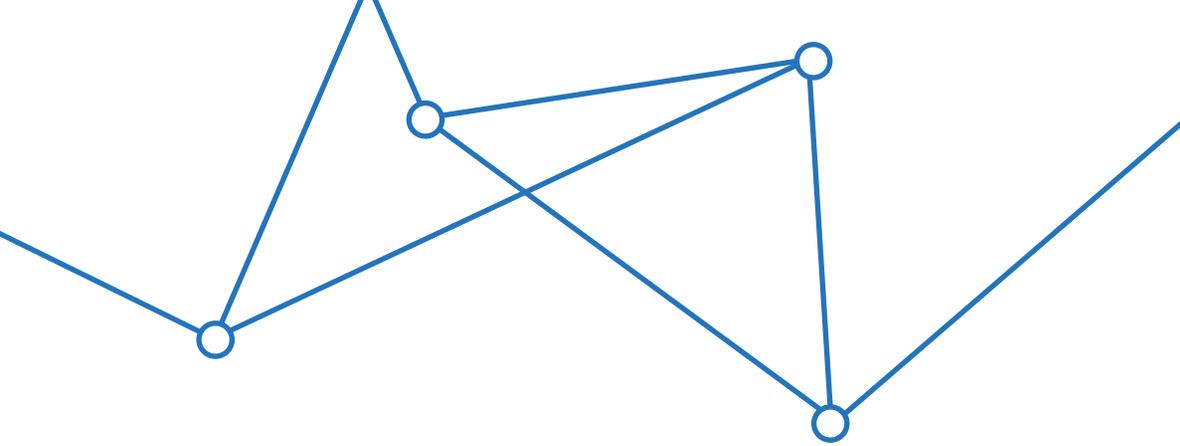
The burning question.

BLOG VIEWS OVER TIME:



BEST PERFORMING BLOG TITLES:

Blog Post	Views	CTA clicks	Click-through rate	Publish date
When You Need a Chiropractor vs. When You Need a Massa...	85,874	255	0.3%	Mar 25, 2015 7:07 AM
4 Signs Your Little One Could Benefit from a Baby Chiroprac...	6,049	17	0.28%	Mar 7, 2016 12:01 AM
Blame Backpacks for Neck, Lower and Upper Back Pain	3,372	7	0.21%	Sep 18, 2013 8:41 AM
What is the DNR Method? And Other Frequently Asked Que...	2,408	65	2.7%	Dec 21, 2016 3:30 PM
Allergies and Behavior Problems in Children	2,162	5	0.23%	Apr 8, 2013 1:19 PM
Is CrossFit Safe? Read a Chiropractor's Take on the Sport	1,605	5	0.31%	Nov 19, 2015 12:03 PM
How Chiropractic Care can Improve Circulation	1,080	3	0.28%	Dec 21, 2015 12:02 PM
Chiropractic Treatment of Ear Infections in Children	859	4	0.47%	Mar 11, 2013 12:19 PM
The Importance of a Routine Chiropractic Adjustment	850	10	1.18%	Feb 10, 2015 7:30 AM
CoolSculpting: Fact vs. Myth	810	12	1.48%	Jan 6, 2016 11:16 AM



And, seeing isn't always believing ...

○ WAS THE BLOG WORKING BEYOND EXPOSURE AND VISITS?

○ WAS IT ACTUALLY CONVERTING?

YES.

By adding a corresponding call-to-action to each published blog, readers were given the immediate opportunity to schedule an appointment or connect with a professional. It streamlined user's online experiences and made it easy to take that next step.

In one year's time
FEBRUARY 1, 2015 TO JANUARY 31, 2016

BLOG VIEWS INCREASED

741 %

CUSTOMERS FROM THE BLOG INCREASED

200 %

CUSTOMERS FROM THE BLOG IN THE
CLINIC'S DATABASE INCREASED

29 %



ABOUT LI SERVICE

RESULTS.

Leighton Interactive uses data to make decisions on what to optimize. In this case, the data indicated Williams Integracare Clinic's SEO game would forever be changed and the clinic's own brand would positively benefit from focusing on blogging. Within one year, data confirmed it was the right decision.

WE CAN DO THE SAME FOR YOU

Blogging is a genuine, organic way to foster trust with your users, perpetuating your brand's awareness until they're ready for the next step. We can help establish your blogging platform to attract your ideal target audience.

[GET STARTED WITH A FREE AUDIT](#)



LEIGHTON INTERACTIVE
DEMAND RESULTS.

