



Heartless Bastard Digital Strategies

Reno Vein Clinic a Case Study

by Heartless Bastard Digital Strategies

At a Glance

As our relationship grew with RVC, after the initial fast success that we helped them realize, the project expanded in many ways. We will however focus on SEO for this study.

Key Accomplishments

Breakdown of key accomplishments that were achieved for Reno Vein Clinic



50+

Top SEO Keyword Rankings



716%

Increase in search engine traffic



97%

Positive brand opinion

INTRODUCTION

Reno Vein Clinic is a medical practice that specializes in the treatment of varicose veins, spider veins, cosmetic skin problems. Despite being in business for over 2 decades they had very little brand recognition and were losing marketing share to multiple newer practices. ✓

CHALLENGES

An outdated website with poor code structure, no social media presence to speak of and a website that was very difficult to index for major search engines, are all factors that contributed to their poor online performance.

SOLUTIONS

We started with a complete rebuild and redesign of the RVC website. The new website was built using strong SEO principles great content, and sexy visuals. A link building campaign and outreach brought it home.



Full SEO Campaign



Digital Rebrand



Brand Promotion

BENEFITS

1

SEO Campaign Benefits

RVC saw a massive increase in targeted online traffic resulting in a full patient schedule. This is due to top rankings for all of their targeted keywords.

2

Digital Rebrand Benefits

Their stunning new website was beautiful and functional, offering a superior visitor experience and increasing appointments.

3

Brand Promotion Benefits

By promoting the rebranded business, we gave them a new face, a new reputation, and put them at the forefront of their industry.



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