

## SEM Case Study:

# Nationwide Medical Training School

### Summary

An accredited medical school, with programs in massage therapist, lab technician, medical assistant and phlebotomy assistant training programs, had to drive city and state relevant traffic to its multiple national locations. This had proved challenging in the past because their geographic areas of operation were extremely focused.

### Project Outline

SpiderSplat Consulting started with a 6-page site, featuring very little content, and eventually helped the client grow it into 50+ page presence. Separate pages were constructed for each program and geographic area, increasing targeted traffic and easily dominating organically for crucial state and city-related terms.

### Results

In the 6 months since the effort began, SpiderSplat has increased traffic to the client's sites by over 300%. The bar is continually raised with thousands of new algorithmic search engine referrals every month, and since this new activity is so focused, conversions have also gone up exponentially.

- Organic geo-targeting can be as specific as a street intersection.
- Increased traffic for less-relevant, but higher volume terms, does not mean an increase in conversions.
- Content is king, and your site can be divided as specifically as you see fit. Focus one product, topic or program on a separate static page.