



GASTROENTEROLOGY
MEDICAL CLINIC

CASE STUDY



INTRODUCTION

Gastroenterology Medical Clinic (GMC) is a reputable health-care institution committed to delivering comprehensive gastroenterology services to its patients.

In a bid to enhance patient satisfaction and improve its online visibility, GMC sought the expertise of Boost Media Group to revamp its website and enhance its SEO strategies.

This case study exemplifies how Boost Media Group leveraged its proficiency to create a user-friendly, high-performing, and SEO-optimized website that perfectly aligned with GMC's objectives and vision.



BACKGROUND



The previous GMC website was not effective in meeting the needs of the patients and the clinic. It suffered from several issues including cluttered layouts, low-resolution images, badly cropped photos, confusing navigation, and outdated content.

Patients struggled to access information about the clinic's services, appointment scheduling, and general details. The website did not showcase the clinic's modern and patient-focused approach, which led to lower patient satisfaction and engagement.

The website also lacked Search Engine Optimization (SEO) strategies, which limited its online visibility and reach.

GOALS

The website redesign aims to achieve the following goals:

- Improve the user experience by offering a clean layout, user-friendly interface and easy navigation.
- Provide accurate and current information about the clinic's services, doctors, and procedures.
- Streamline the appointment process and enable online patient registration.
- Boost online presence, enhance search engine rankings, and draw new patients by using relevant images and SEO-friendly content.



METHODOLOGY

The website redesign project consisted of four main steps:

A. Research and Analysis

We evaluated the current website's shortcomings and determined how to enhance it based on user feedback and industry standards.

B. Planning and Design

We collaborated with web designers and developers to produce attractive, responsive and user-friendly website designs. The design featured easy navigation, compelling calls to action, and a simplified content hierarchy.

C. Content Development

We revised and updated all website content to ensure it was accurate, relevant, engaging and SEO-friendly. We added more information about services, treatment options, and physician profiles to help patients make informed choices.

D. Development and Testing

We used the latest web development technology to implement the new design and ensure it worked well on different devices and browsers. We conducted thorough testing to detect and fix any functionality or usability problems.

RESULTS & EVALUATION



A. User Experience

The new website has achieved remarkable results in user experience metrics. User feedback shows that patients appreciated the ease of navigation on the site. The clean, intuitive design and clear content organization enhanced the user satisfaction level.

B. Scheduling Appointments

A simplified appointment process helped patients schedule their visits conveniently, saving time and effort. Online patient registration has also proven beneficial, saving administrative resources and improving data accuracy.

RESULTS & EVALUATION

C. Online Visibility

GMC's online presence has improved through a combination of intuitive design and SEO tactics. The new website achieved higher rankings in search engine results and drew more organic visitors and potential patients.

D. Patient Satisfaction

A patient satisfaction survey conducted after the redesign showed an overall positive feedback. Patients valued the easier access to information, user-friendly interface, and convenience of online services. The website redesign has contributed to creating positive impressions of the clinic and its dedication to patient care.



OLD WEB DESIGN



Gastroenterology Medical Clinic


Call for an appointment:
Folsom: 916-983-4444
Placerville: 530-622-6430

GastroMedClinic.com

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Gastroenterology Medical Clinic - Folsom & Placerville, California



GMC PROUDLY SPONSORS
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Gastroenterology Medical Clinic

Gastroenterology Medical Clinic (GMC) is committed to excellence and personalized care in Gastroenterology and Hepatology. The physicians of Gastroenterology Medical Clinic give each patient their personal time and attention at each visit. Our physicians know that patients are often apprehensive and they make every effort to explain the treatment plan in great detail.

With over twenty five years of medical service in the area, GMC combines the latest and most advanced medical procedures available with the best staff and medical professionals in the business.

Our Locations

Gastroenterology Medical Clinic Folsom Office 1580 Creekside Dr., Ste 220 Folsom, CA 95630 US Phone: 916-983-4444 Website: www.gastromedclinic.com	Gastroenterology Medical Clinic Placerville Office 1006 Marshall Way Placerville, CA 95667 US Phone: 530-622-6430 Website: www.gastromedclinic.com
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[See Map](#)



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and Digestive
Disease
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Medical Clinic has
partnered with
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and CBS
HealthWatch.

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diseases by
getting regular
examinations and
check-ups as
needed.

Consult with a
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NEW WEB DESIGN



GASTROENTEROLOGY
MEDICAL CLINIC
Compassionate and Personalized Care



1580 Creekside Dr.
Suite 220 Folsom, CA
95630



(916) 983-4444
[Make an appointment](#)

Physician available 24 hours a day, 24/7, 365 days a year

WHAT SETS US APART ENDOSCOPY CENTER PATIENT INFO BLOG CONTACT US BILL PAY

Gastroenterology Medical Clinic is at 90% Overall Rating of Care Facilities

90% Overall Rating of Care Facilities List >



GASTROENTEROLOGY MEDICAL CLINIC IS A SPECIALTY CLINIC IN FOLSOM, CA

Gastroenterology Medical Clinic (GMC) has served Folsom and the Western Slope of El Dorado County since 1985. We are a single specialty group limited to the treatment of diseases in the digestive tract and liver. At GMC you can rest assured that you will receive leading edge digestive health care delivered in a caring and respectful environment. Major innovations in technology have dramatically advanced the practice of gastroenterology, usually in favor of less invasive and safer techniques to treat disease. All of the physicians at our clinic are trained in the use of state of the art equipment when it comes to treating gastrointestinal and liver illness. At the same time, we practice "old fashioned" medicine by treating our patients with the utmost compassion and personalized care. Relationships are important to us, and that is why you will always see a doctor when you make an appointment at GMC. This combination of advanced technology coupled with a personalized treatment plan is the basis of our motto: "The Best Doctors. The Best Care."

PRESIDENT'S STATEMENT



Dr. R. Erick Pecha

Gastroenterology Medical Clinic (GMC) is a single specialty consultative practice that extends expertise to referring physicians and patients with diseases of the digestive tract including the stomach, small intestine, and colon, as well as the liver, bile duct, and pancreas. Founded in the late 1980's, this practice continues to serve the greater Folsom area and the western Sierra slope, providing both outpatient care, including endoscopy, as well as continuous inpatient care at Mercy Folsom Hospital and part time at Marshall Hospital of Placerville, CA.

We have a reputation for excellence, reliability, and seamless access to higher levels of care if necessary to tertiary facilities. GMC remains committed to the highest standards of care while extending comfortable and personalized attention to each patient. GMC intends to continue to serve the needs of this growing area while adopting new and successful approaches to disease management as the science of medicine evolves.

1580 Creekside Dr. Suite 220 Folsom, CA 95630
(916) 983-4444
  

Schedule: Monday-Friday
8:30 AM to 12:00 PM, 1:00 PM to 5:00 PM
Physician available 24 hours a day, 24/7, 365 days

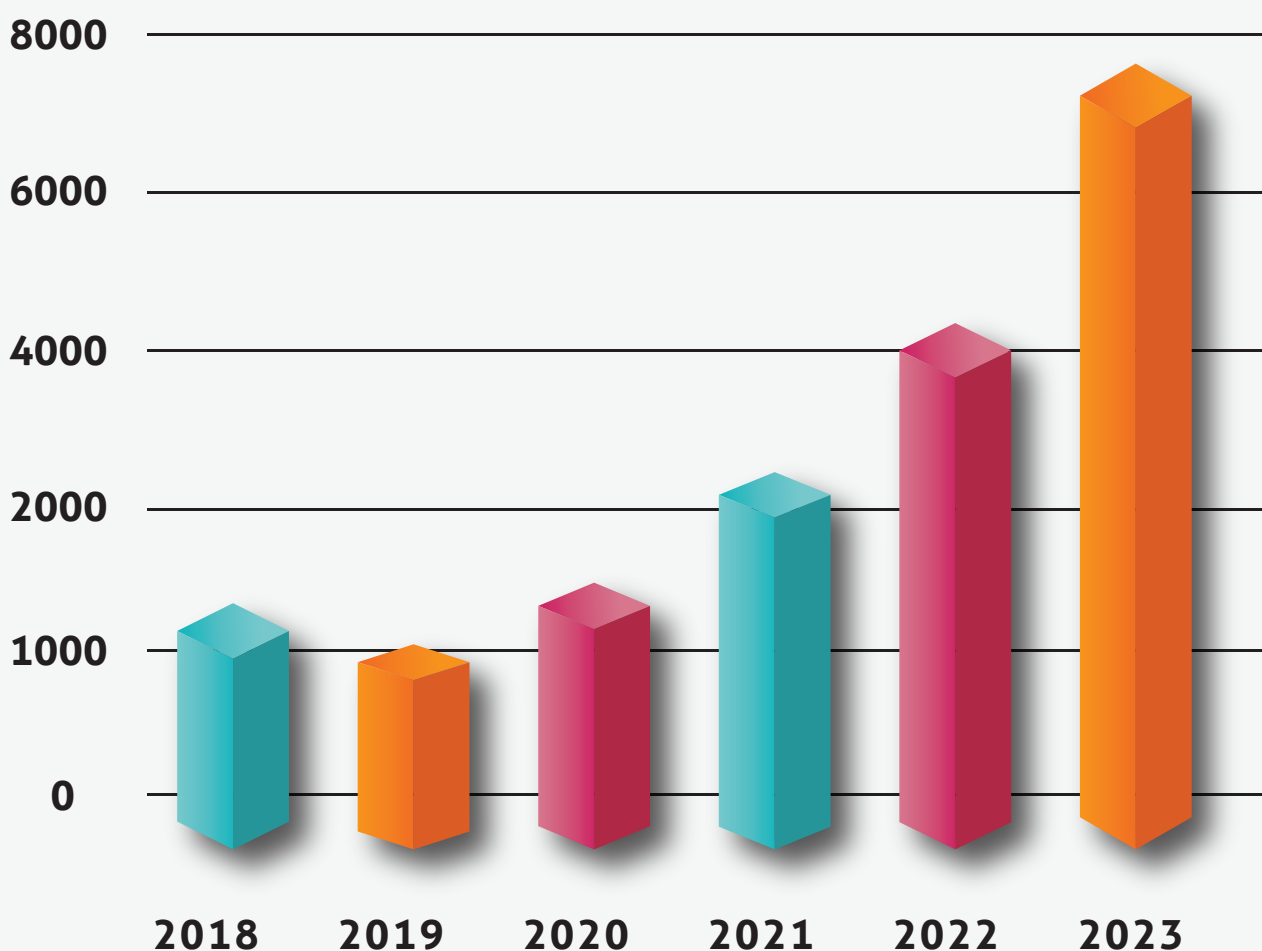
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NEW USERS

The redesigned website has been a success in attracting new users over the years, with a remarkable growth rate that only dipped slightly in 2019. To date, we have **7,100** new users, which is a huge improvement from 998 in 2018, 1,100 in 2020, 2,092 in 2021, and 4,183 in 2022.

This shows that the new website is appealing, user-friendly, and relevant to GMC's target audience.



UNIQUE PAGE VIEWS

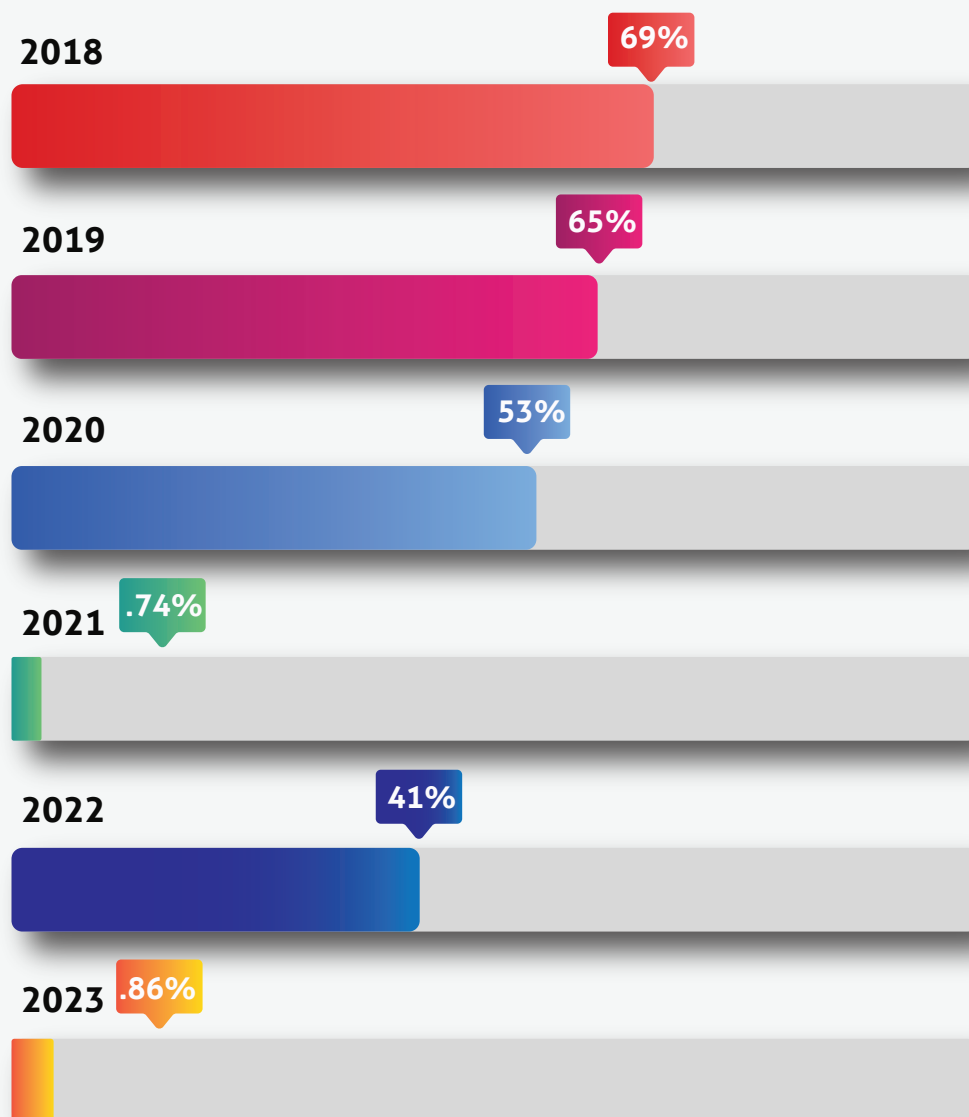
With the exception of 2019, the redesigned website has contributed to a remarkable increase in unique page views year on year. This shows that GMC's website is attracting more visitors and engaging them effectively.



BOUNCE RATE

From 2018 to 2020, the Bounce Rate dropped significantly, suggesting that the content optimization strategy was effective.

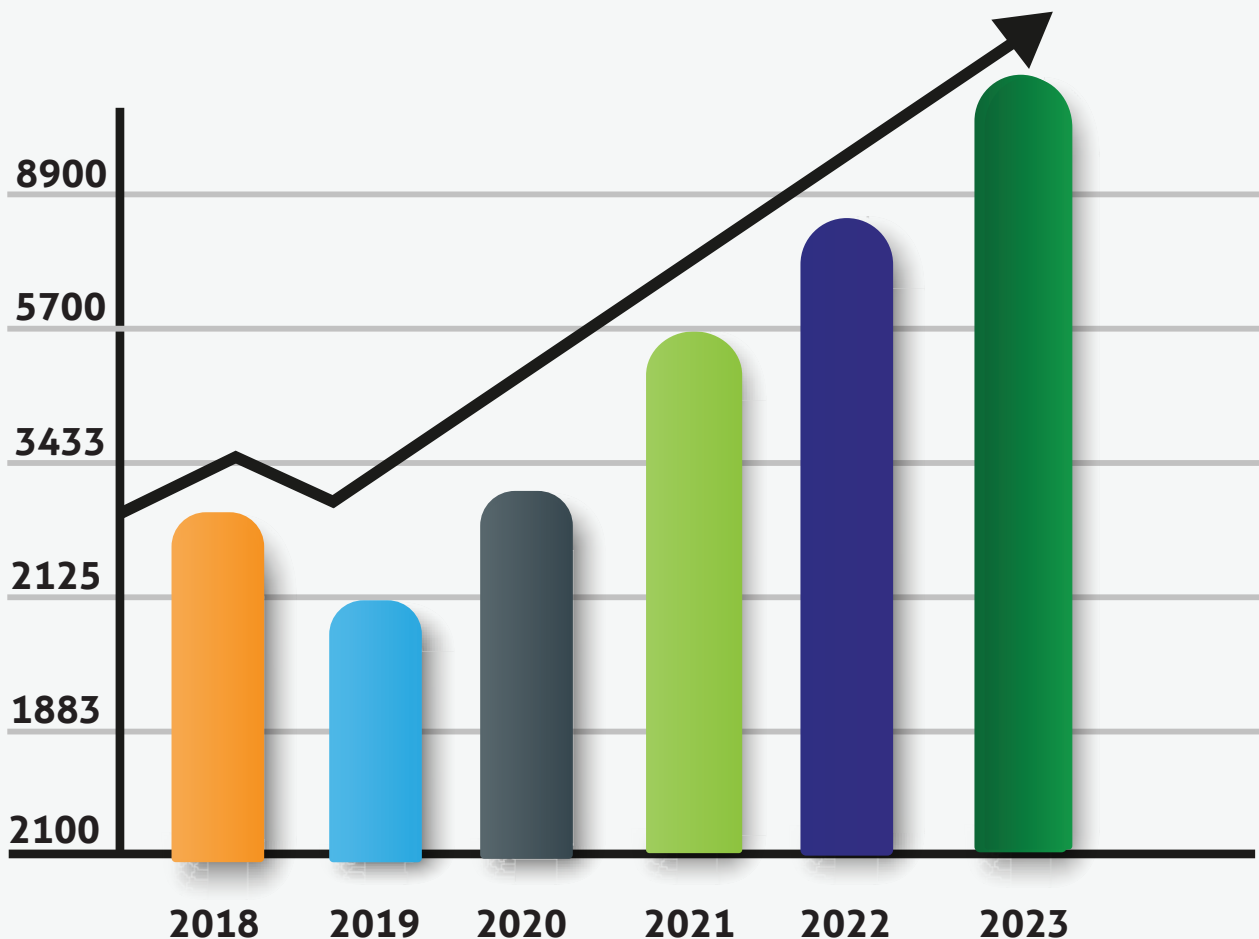
However, in 2022, there was a huge increase in the Bounce Rate, which could be attributed to external factors such as the competition or the changes in user behavior.



SESSION

The data indicates that the website has achieved higher user engagement due to the improved design and relevant content.

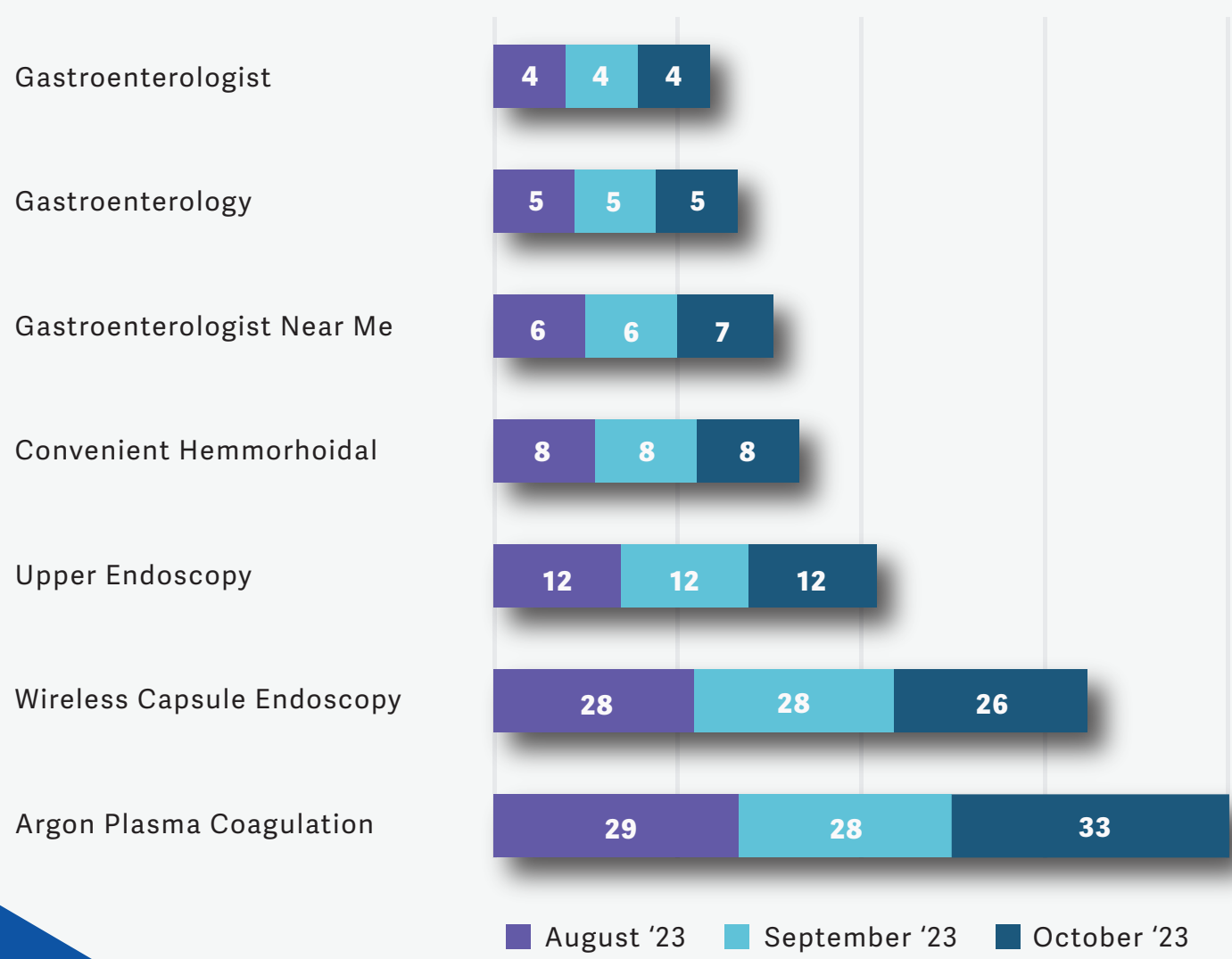
The website has seen a consistent year-on-year growth in engagement metrics, except for 2019, which was an outlier due to external factors. Its performance demonstrates the effectiveness of the design and content strategy, and the value it provides to the users.



SEARCH ENGINE OPTIMIZATION

From August 2023 to October 2023, targeted keywords showed considerable improvement in rankings on search engine results pages, leading to enhanced visibility and exposure. Certain key terms related to gastroenterology services, medical treatments, and relevant medical conditions consistently ranked well within the top positions, demonstrating strong relevance and competitiveness in these areas.

Regular monitoring and strategic SEO efforts focused on these high-value keywords contributed to their sustained performance and visibility in search results.



CONCLUSION



Through a strategic partnership with **Boost Media Group**, Gastroenterology Medical Clinic's website surpassed the limitations of its previous design and embraced a patient-focused approach. The modern, user-friendly platform has not only improved user experience and patient satisfaction but also elevated GMC's online visibility and reputation in the field of gastroenterology.

This case study highlights the power of strategic website redesign and seamless implementation of SEO tactics in driving digital success for Gastroenterology Medical Clinic.