Medical Web Experts took on the project as a full-service web development, marketing, and sales consulting group for a leading fertility center. The project was completed by a dedicated project team that included web developers, marketing professionals, and sales experts. The team's goal was to improve prospective patient conversion and new patient intake for the fertility center.

## EXECUTIVE SUMMARY

### THE CHALLENGE

Leading Fertility Center is a world-renowned fertility treatment provider that serves patients from across the United States and internationally. The center's medical team take on many reproductive endocrinologists who head the center's medical team and offer research-based fertility treatments. The center's location is in-state, out-of-state, and international patients.

The center came to Medical Web Experts with some ideas: They wanted a website that was easily navigable on mobile, which they wanted to be able to share to social media and link to their YouTube page. However, they also wanted to establish better communication with current and prospective patients by conducting outreach on multiple channels.

Another challenge was also at play: A negative SEO campaign, likely launched by a competitor, had decreased the client's search engine rankings. This made it difficult for potential patients to find the fertility center's website. The client wanted to ensure that when women researched fertility treatment online, their first impression of the fertility center would be a positive one.

### THE SOLUTION

### Web Development

- **Full Redesign**: MWE completed a full redesign of the fertility center's website, resulting in an 800-page mobile responsive site with a clear and user-friendly layout.
- **In-depth Information**: The new website included information about fertility conditions and infertility treatments elsewhere. The center's medical team offers research-based fertility treatments and has a program that serves a diverse population of local, out-of-state, and international patients.
- **Customized 6-session Sales Program**: The team created a customized 6-session sales program for doctors to easily record short clips of their fertility treatments and share them with patients.
- **Video Gallery**: An egg donor selection database was included in the video gallery with hundreds of videos and more than 35 topic-specific playlists.
- **YouTube Channel**: YouTube was an important component of the new site. The fertility center's YouTube channel was implemented.
- **Search Engine Optimization (SEO)**: The new site included quality on-page and off-page search engine optimization (SEO) practices to improve search engine rankings.
- **Link Building**: The team implemented link building strategies to increase the fertility center's online presence and reputation.
- **Month-Long Social Media Strategy**: A new social media approach was implemented on Facebook.
- **Increased Engagement**: Four-fold increase in Facebook post engagement, and 187% increase in Facebook campaign reach.
- **47% Increase in Organic Site Views**: Over 1.13 million views in the first 2 years following the launch of the new site.
- **2.5% to 10% Form Appointment Rate**: Improvement in contact form appointment rate, from 2.5% to 10%.

### Marketing

- **In-depth Sales Analysis**: In-depth sales analysis aimed at optimizing communication with current and prospective patients.
- **Pay-per-click (PPC) Ad Campaign**: A pay-per-click (PPC) ad campaign aimed at promoting the fertility center's website.
- **Video Marketing Campaign**: MWE implemented a video marketing campaign designed to improve prospective patient conversion and new patient intake.
- **YouTube Channel**: YouTube was an important component of the new site. The fertility center's YouTube channel was implemented.
- **Email Marketing Program**: An email marketing program was created and delivered.
- **Customized 6-session Sales Program**: A customized 6-session sales program for doctors to easily record short clips of their fertility treatments and share them with patients.
- **Social Media Presence**: With a multi-pronged strategy, MWE revamped communications with current and prospective patients: they wanted to establish better communication with current and prospective patients by conducting outreach on multiple channels.
- **Increased Engagement**: Four-fold increase in Facebook post engagement, and 187% increase in Facebook campaign reach.
- **47% Increase in Organic Site Views**: Over 1.13 million views in the first 2 years following the launch of the new site.
- **2.5% to 10% Form Appointment Rate**: Improvement in contact form appointment rate, from 2.5% to 10%.

### Consulting

- **Customized Sales Program**: The team worked with staff to come up with a multi-faceted solution:
  - Customized 6-session sales program for doctors to easily record short clips of their fertility treatments and share them with patients.
  - An email marketing program was created and delivered.
  - A pay-per-click (PPC) ad campaign aimed at promoting the fertility center's website.
- **SEO Optimization**: The team optimized the new site for search engine optimization (SEO) to improve search engine rankings.
- **Social Media Engagement**: The team increased engagement on Facebook and the video marketing campaign.
- **Increased Engagement**: Four-fold increase in Facebook post engagement, and 187% increase in Facebook campaign reach.
- **47% Increase in Organic Site Views**: Over 1.13 million views in the first 2 years following the launch of the new site.
- **2.5% to 10% Form Appointment Rate**: Improvement in contact form appointment rate, from 2.5% to 10%.