

# How fishbat Generated Millions in Revenue and Increased Patient Acquisition Through Strategic Keyword Targeting

Allied Physicians Group, serving 180,000 patients in the New York area, faced fierce competition online. Despite their strong reputation, they struggled to rank for key search terms like "Pediatrician Near Me," limiting their ability to attract new patients. To grow their practice, they needed to boost search engine visibility, capture more leads, and enhance their digital presence in an increasingly competitive healthcare market.



In less than 1 year, fishbat was able to develop a digital marketing strategy that supported Allied Physicians Group's strategic goals and led to:

**100%** increase in scheduled appointments

An increase of **10,000+** website visitors per month

**250% increase** in overall traffic due to SEO and SEM efforts



## Our Objective

To enhance the overall digital presence of Allied Physician Group and drive new patient sign-ups for their pediatricians, we aimed to develop a comprehensive digital marketing strategy that integrated both SEM and SEO tactics.



## Our Strategy

Our strategy was designed to dominate search engines and effectively reach target audiences. For both SEO and SEM, we focused heavily on the geographic locations of the practices while having them rank organically for top-tier convertible keywords that would yield a high ROI.

