

Medical SEO Case Study 1: Dr. Paul Webster (Interventional Pain Management, Kissimmee, FL)

Summary:

Dr. Webster is the owner and medical director of an interventional pain management practice in Kissimmee. He hired Redcastle Services to increase his number of online referrals and improve his online reputation and web presence.

Before:

- ✗ Practice was **NOT visible on Google search results**, even for basic keywords such as “Kissimmee pain management clinic.”
- ✗ Practice did NOT have many positive online reviews.
- ✗ Practice did **NOT have a professional medical website** which reflects the quality of the practice.
- ✗ Practice had a VERY small online audience / following.
- ✗ Practice was **NOT receiving any Online patient Referrals**.

After:

- ✓ Practice is now **on the FIRST page of Google** (and in the top 3 positions) for ALL of the targeted keywords (e.g. First position for “pain management Kissimmee”).
- ✓ Practice now has **many positive online reviews**.
- ✓ Practice has a **professional website** which reflects the quality of the practice.
- ✓ Practice has **over 1,400 followers** on Twitter, and many more on Facebook, LinkedIn, and Google+.

BUT did this generate new patients?

YES:

- Over **50 new patient calls every month**
- Overall **web traffic increased** by over 150%
- Search (quality) web-traffic increased by over 200%

SEO Results

1. SEO Keyword Position on Google (before vs. after)

Keyword	Before	After
pain management kissimmee	89	1
kissimmee pain management	79	1
pain management doctor kissimmee	Not in top 100	1
kissimmee pain management doctor	Not in top 100	1
pain doctor kissimmee	Not in top 100	3
kissimmee pain doctor	Not in top 100	3
pain management clinic kissimmee	Not in top 100	2
kissimmee pain management clinic	Not in top 100	2
pain clinic kissimmee	Not in top 100	2
kissimmee pain clinic	Not in top 100	2

Google pain management kissimmee **Most popular keyword for his specialty & area**

FIRST place on Organic Google Search

About 144,000 results (0.44 seconds)

FIRST place on Google My Business / Maps

Advanced NeuroSpine Associates: homepage
orlandopaincontrol.com/
 Advanced NeuroSpine Associates is a modern pain clinic in Kissimmee and Orlando. Pain Medicine in Orlando and Kissimmee. Pain Management clinic.

Pain Management Doctors in Kissimmee, FL - Read Patient Reviews ...
www.vitals.com > Find a Pain Management Doctor > FL
 Find pain management doctors in Kissimmee, FL, read patient reviews, and get informed on Vitals.com.

Pain Management Doctors in Kissimmee, Florida with Reviews ...
www.yellowpages.com > Kissimmee, FL
 Results 1 - 30 of 345 - Find 345 listings related to Pain Management Doctors in Kissimmee on YP.com. See reviews, photos, directions, phone numbers and more ...

Paul S Webster, MD, Advanced NeuroSpine Associates
 4.3 ★★★★★ (7) · Pain Management Physician
 825 E Oak St · (321) 442-8009
 Opens at 9:00 AM

2. Number of phone calls to the practice.



3. Positive Online Reviews

Brenda Otero
 a year ago
 ★★★★★ Doctor Webster is the best. He actually takes his time in giving his patients his attention concerning pain, medication & other questions regarding your health care issues.
 👍 1

ANNETTE PEREZ
 in the last week · 📍
 ★★★★★

marioortiz5455 ortiz
 3 weeks ago
 ★★★★★

Katlin Champagne
 a month ago
 ★★★★★