


Ospina Medical's organic Google search increased by 213% through Optamark Digital Services


COMPANY
INTRODUCTION

Ospina Medical is a medical practice that combines the latest, cutting-edge regenerative medicine techniques with traditional interventional orthopedic procedures to help patients heal faster and avoid costly surgeries. Dr. Matthew Kohler and Dr. Rajivan Maniam created Ospina Medical to provide relief and healing for various musculoskeletal, joint, and spine conditions—often saving patients from needing to engage in costly and unnecessary surgeries with a long recovery.


THE PROBLEM

When we started working with Ospina Medical, they had an updated website that reflected their cutting-edge approach to medicine or their commitment to helping patients heal naturally without surgery or medication. However, they need help to boost their online presence and need a proper SEO strategy to promote Regenerative Medicine and how its applications could transform how we practice interventional pain medicine.


THE SOLUTION

Optamark Digital was hired to boost the online presence of Ospina Medical.

The main focus of this project was to increase their organic search traffic through SEO strategies that include:

- ▶ Optimization of title tags and meta descriptions for all pages on their website
- ▶ Creation of quality content that optimized for search engines
- ▶ Integration of keywords into internal links throughout the site
- ▶ Development of landing pages focused around specific products or treatments that included relevant keywords in both title tags and content


THE RESULTS

The results were staggering—we can create a sustainable blog strategy for them which help them increase their google organic traffic by 213% in the last 6 months, and this has been continually growing.


CLIENT
TESTIMONIAL

I am very pleased with the work that Optamark Digital did for Ospina Medical. The team was very responsive, professional, and helpful throughout the entire process. They provided insight into how to improve our website's SEO, increased our organic traffic by over 30%, and improved our Google ranking. I would highly recommend them to anyone looking to increase their online presence.-Raj M.

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GOOGLE ANALYTICS BASIC REPORT - OSPINA MEDICAL

Sep 28, 2022 - Oct 27, 2022

Active users 3,052 New users 3,011 Views 5,247 Engaged sessions 2,170 +33.4%

Table with 2 columns: Session source, New u... (New users). Rows include referral, regenexreferral, duckduckgo, facebook.com, kohlemd.com, logicalposition.quickbase.com, m.facebook.com, doctor.webmd.com.

