



# Client Case Study

World-class fertility center  
where we put our patients and  
their goals first.

## GOALS!



### +950 Keywords

*Rankings in SEO keywords across  
Google & Bing*



### 35% CVR Rate

*In sites overall conversion rates  
across SEO & Paid*



### 8% Reduction

*in patient acquisition costs*



### 3X Web Traffic

*Tripled website traffic within 18  
months*



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

LA Reproductive was looking to significantly increase website traffic and conversion rates through targeted SEO, Paid Ads, and Content Creation to drive new patients through the door and ultimately increase

## Strategy

Brenton Way embarked on a comprehensive digital marketing campaign focused on driving both awareness and conversions for the Los Angeles Reproductive Center. The strategy integrated a mix of SEO optimization, paid media advertising, and conversion rate optimization tailored to the unique needs of a fertility clinic.



## Company



## Website

losangelesreproductivecenter.com

## Company Focus

Los Angeles Reproductive Center is a fertility clinic which offers a range of fertility treatments, including in vitro fertilization (IVF), egg donation, and preimplantation genetic screening.



### Findings

Many of the primary services pages lacked depth around the solutions but were still driving organic traffic which showed potential for scalable growth both short and long-term.



### Findings

Their website was outdated & required improvements across all technical SEO factors including slow website, meta tags, keyword targeting, clustering, schemas, and more..



# Our Market Strategies for Success

## **Increased Website Traffic Overall**

Achieved a threefold increase in website traffic by driving high-intent users and developing key written content used to educate a wider audience.

## **Maximized SEO Potential With Organic Backlinks**

Through meticulous SEO mapping and high-quality backlinking, we significantly enhanced organic reach, playing a key role in Pairfares's growth strategy.

## **Bottom of funnel conversions through SEM**

Drove leads directly from Google intent searches to the booking page and increase MQL (market qualified leads)

Los Angeles Reproductive Center

FEATURED CLIENT CASE STUDY



# SUCCESSFUL IVF TREATMENT OF A WOMAN SUFFERING FROM ENDOMETRIOSIS

SWIPE FOR MORE



# Sharing Client Studies

We created personable stories from real patients and turned into case studies to tell client experiences working with the center through articles

# Taking a massive leap with over

Intent	Keywords	Traffic
Informational	79.9%	4.2K
Navigational	3.4%	178
Commercial	12.6%	660
Transactional	4.1%	215

### Top Keywords

All Positions Organic SERP Features

Keyword	Position	SF	Volume	Traffic %
ivf cost >>	4	4	18.1K	6.91
ivf cost >>	6	4	18.1K	6.91
ivf treatment cost >>	1	5	1.6K	6.87
los angeles reproductive center >>	1	7	480	6.67
how much is ivf in california >>	1	3	590	2.53

Organic Research: losangelesreproductivecenter.com

US 5.1K CA 310 IN 301 Device: Desktop Date: Apr 28, 2024



# 350% Increase in SEO traffic

# Educational Content That Increases Conversions

Our sitewide optimizations + content increased the GMB & SEO rankings to the top 3 in local searches in Los Angeles resulting in 3X website traffic.

## Los Angeles Reproductive Center

### WHAT IS ENDOMETRIOSIS AND HOW IS IT TREATED?

Endometriosis can be painful and affect your ability to conceive naturally. Learn more about endometriosis and how it is treated.

Posted by Nurit Winkler on Dec 18, 2023

### WHAT IS CLOMID AND HOW IS IT USED IN FERTILITY TREATMENTS?

Learn about how Clomid is used to help patients struggling to conceive. To schedule a consultation and learn more, contact our team in Encino or...

Posted by Nurit Winkler on Nov 30, 2023

### REASONS TO CONSIDER GENDER SELECTION

There are many reasons why patients choose the sex of their embryo during an IVF cycle or subsequent egg transfer. Let's explore how PGS works...

Posted by Nurit Winkler on Nov 23, 2023

### WHAT IS THE DIFFERENCE BETWEEN IVF AND IUI?

At Los Angeles Reproductive Center, we discuss the differences between IUI and IVF, including the process, cost, and time.

Posted by Nurit Winkler on Oct 31, 2023

### HOW DOES IVF WITH DONOR EGGS WORK?

Learn about how an IVF cycle using donor eggs varies from a traditional IVF cycle, and explore why egg donation may be the right choice...

Posted by Nurit Winkler on Oct 28, 2023

### HOW MUCH DOES IVF COST?

If you are interested in undergoing IVF treatment, talk to the team at our practice about how you can best decrease the cost of treatment...

Posted by Nurit Winkler on Sep 30, 2023

### HOW CAN IVF HELP WITH MALE FACTOR INFERTILITY?

The fertility doctors at the Los Angeles Reproductive Center explain how in vitro fertilization (IVF) can help patients struggling with male factor infertility.

Posted by Nurit Winkler on Sep 15, 2023

### HOW DO I BECOME A SURROGATE?

If you've decided that you'd like to give the gift of surrogacy, you'll undoubtedly have some questions about the process; how does one qualify to...





# Interested? contact us



## Website

[brentonway.com](https://brentonway.com)

## Contact

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