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# Case Study

Psychologists Website

## ▼ About the company

This is a large psychologists office with a site that offers visitors a directory of psychologists and their services. This company uses conversion tactics to encourage visitors to book a consultation and get in contact with the office directly.



## ▼ Problem

Despite high traffic to the site, visitors were not converting/performing.

## ▼ Solution

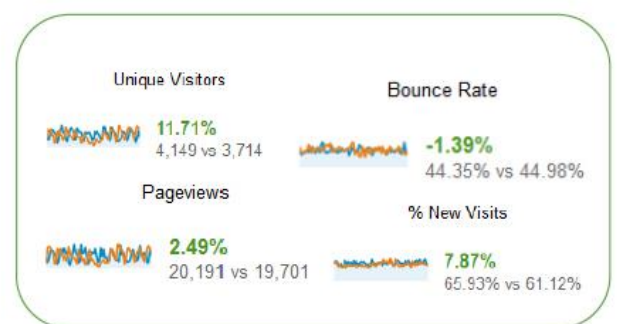
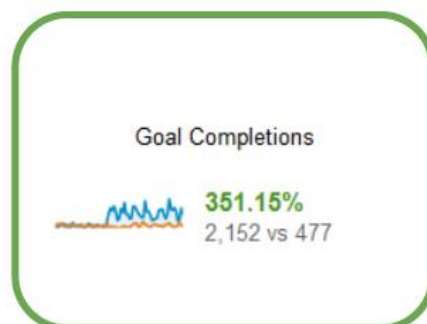
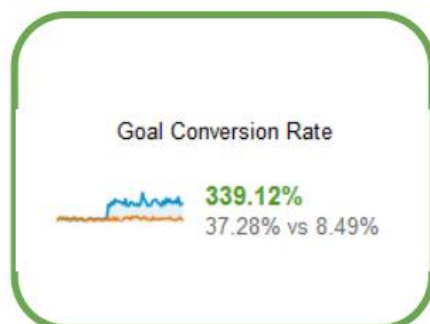
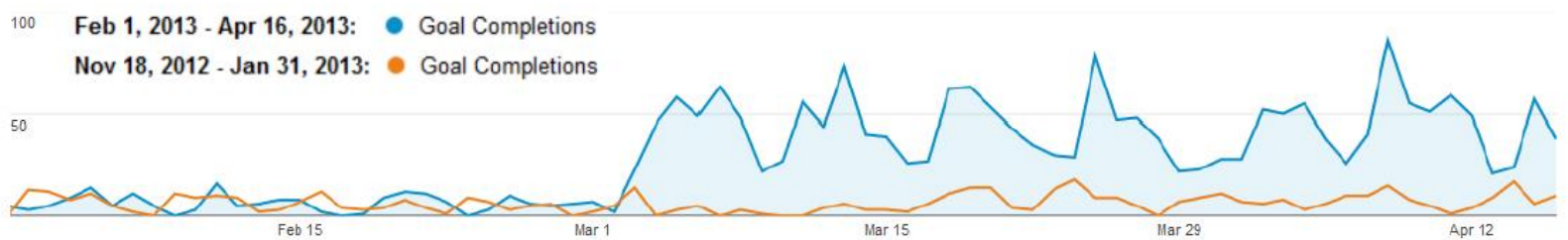
Mediaforce touched the conversion optimization points and looked at site-wide actions and provided a design and layout optimization that helped increase conversions. We also did onsite and offsite SEO for the company, increasing non-branded keyword rankings.

## ▼ Results

The results were a 350% improvement for website goal completions and an increase in conversions (direct business) from 8% to 37%.



## Ottawa Psychologists Conversion Optimization



Across all industries, 98% of acquired traffic abandons websites within the first 2 seconds of landing on a page. This organization was no different and despite overwhelming traffic, visitors were not performing / converting. There was a 350% improvement for website goal completions and an increase in conversions (direct business) from 8% to 37% without increasing actual number of visitors.