



MEDIAFORCE CASE STUDY:



*Gilmour
Psychological Services*
CARING. COMPETENT. CONFIDENTIAL.



GILMOUR PSYCHOLOGICAL SERVICES NEEDED TO IMPROVE THEIR BRAND RECOGNITION IN ORDER TO INCREASE REVENUES.

THE COMPANY

Gilmour Psychological Services provides professional counselling in Ottawa and expands its psychotherapy consulting services to clients from around the world. Gilmour Psychological Services offers a full range of services and expertise including: addiction counselling, family therapy, child therapy, relationship counselling, marriage therapy, trauma therapy, and mental health assessments. Its online site encourages visitors to book a consultation and get in contact with the office directly.

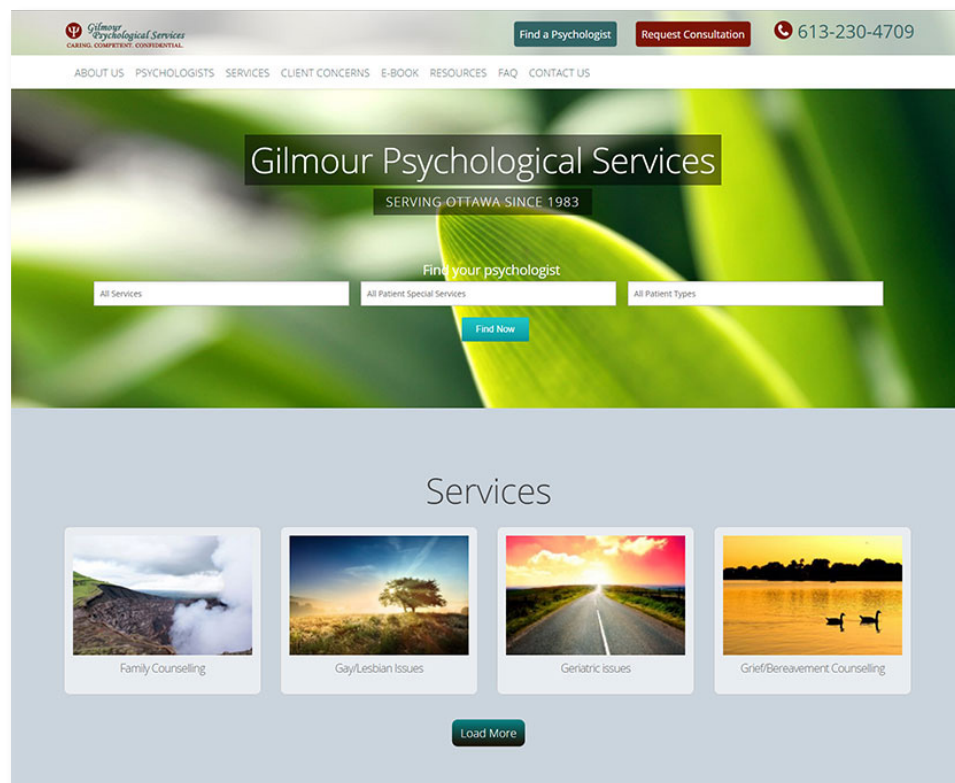


Gilmour Psychological Services was not effectively showcasing the services they offer or helping to drive conversions from their web traffic. Despite high traffic to the site, visitors were not using the site tools and not converting.

IMPLEMENTING & EXECUTING SOLUTIONS

Mediaforce re-engineered the existing site to bring it up to date both visually and functionally. The site needed to engage visitors with authority type content to motivate potential clients to use it as an information source for both finding a psychologist and reading relevant content regarding their concerns. More importantly, by establishing the trusted brand of Gilmour Psychological Services, the site would drive leads to contact Gilmour psychologists. The new site facilitated the most common online actions; for example, turning the “Find A Psychologist” function into a universal call of action. The user experience and navigation was also improved, allowing users to more easily discover the most important content, like the eBook. A mobile site was also created, further enhancing the accessibility of the site.

Mediaforce also launched a search engine optimization (SEO) campaign to drive web traffic to the site. Focusing specifically on rank optimization, click-through-rate (CTR) optimization, and search impression optimization, Gilmour Psychological Services could be more distinctive as a search result and easier to find.

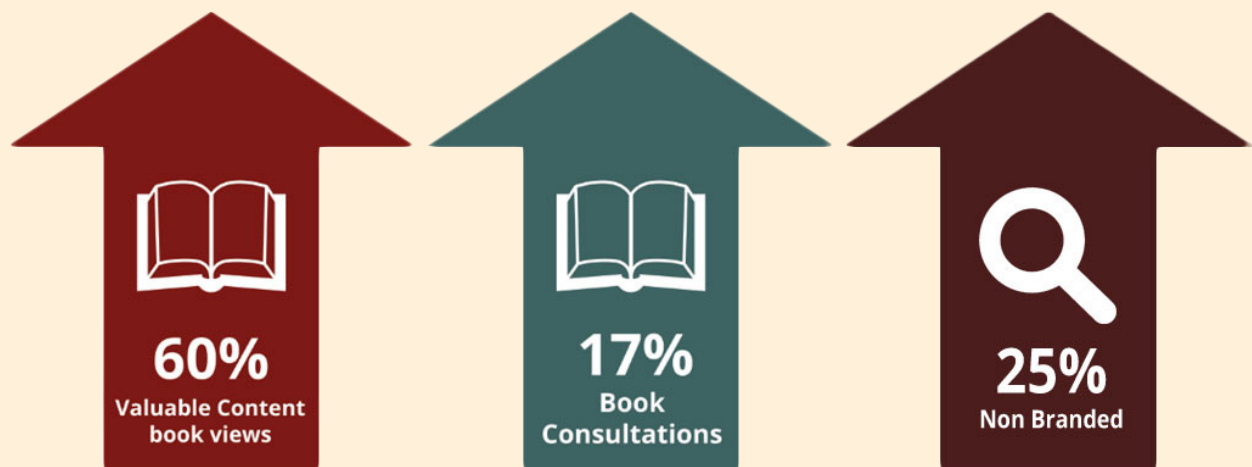


“I HAVE FOUND MEDIAFORCE TO BE VERY RESPONSIVE TO THE NEEDS OF MY GROUP AND VERY RESULTS ORIENTED. WE ARE PLEASED WITH THEIR WORK FOR US AND WITH THEIR PROFESSIONAL INTEGRITY. THEY ARE EXCELLENT COMMUNICATORS AND ARE VERY READY TO LEARN ABOUT THE NATURE OF OUR CONSTRAINTS AND NEEDS REGARDING ADVERTISING.”

-IRIS JACKSON, GILMOUR PSYCHOLOGICAL SERVICES

RESULTS

- ◆ **Total goal completions- 36% increase**
- ◆ **Goal value- 37% increase**
- ◆ **Branded keywords: avg. CTR of 80% and up**
- ◆ **Non-branded: avg. CTR of 25% and up**



As a result of the new website, brand authority was increased as evidenced by the 60% increase in book views. This increase in authority impact contributed to the higher consultation conversion rate of 17%. Total goal completions increased by 36% and goal value improved by 37%.

The SEO campaign results achieved an average click-through-rate (CTR) for branded keywords of 80% and an average CTR for non-branded keywords of 25% and up. The overall ranking optimization for non-branded traffic increased by 300%.

Home » [Find a Psychologist](#)

Find The Right Psychologist For You

Please use the box below to filter our psychologists based on your needs. If you click on the box you can select a service or need from the list or you can start typing to narrow down our services. You can also scroll through our entire staff without filtering.

FIND A PSYCHOLOGIST

Services

All Services

Special Accomodations

All Patient Special Services

Patient Type

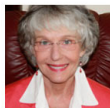
All Patient Types



Dr. Alex Weinberger, C.Psych

Dr. Alex Weinberger provides assessment and therapy services to a variety of age groups. Dr. Weinberger's areas of special interest are child custody and access assessments, parenting capacity assessments, learning problems, parenting issues and relationship difficulties, vocational rehabilitation and career choice assessments.

To reach Dr. Alex Weinberger directly, please phone 613-230-4709 ext. 36 at 437 Gilmour Street 2nd floor



Dr. Anne Boland, C.Psych

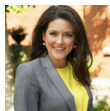
Dr. Anne Boland provides therapy to Anglophone and francophone adults and couples. She works from a holistic healing and integrative perspective in the treatment of mood and anxiety disorders, childhood trauma, post traumatic stress disorder, personality disorders (including Borderline), interpersonal difficulties, religious or spiritual issues, dissociative disorders and the psychological impact of serious illness on patients and their families. She offers EMDR, Focusing, Mindfulness-Based Stress Reduction, Dialectical Behaviour Therapy, Schema-Focused Therapy, and Compassion-Focused Therapy.

To reach Dr. Anne Boland directly, please phone 613-230-4709 ext. 30 at 437 Gilmour Street 2nd floor



Dr. Caroline Ostiguy, C.Psych

Dr. Caroline Ostiguy provides therapy to adults and couples in both English and French. She works with individuals experiencing a wide range of challenges, with particular experience treating mood and anxiety disorders. She also frequently works with individuals and couples in addressing communication, intimacy, and sexuality problems in their relationships.



Dr. Deanna Drahovzal, C.Psych

Dr. Deanna Drahovzal provides psychotherapy and assessment services to individual children, adolescents, and adults; couples; and their families. In her practice, she assists those with a wide variety of challenges, including anxiety, depression, anger, low self-esteem, health problems, learning difficulties, memory training (Cogmed) adjustment to major life changes as well as interpersonal issues, such as communication, conflict resolution, parenting and intimacy.

To reach Dr. Deanna Drahovzal directly, please phone 613-230-4709 ext 46 at 430 Gilmour Street, Suite 301

Read Our Ebook

- Building Blocks for Self Improvement
- Resolving Couples Conflict
- Raising Resilient Children
- Dealing with Parent/Child Conflict
- Attention Deficit Disorder: Disease of the New Millennium
- Helping Children Cope with Separation and Divorce
- Custody & Access Issues When Parents Separate/Divorce
- Managing Stress at Work and at Home
- Overcoming Depression at Work and at Home
- Managing Anger at Work and at Home
- Living Free from Addictions





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- Web optimization for lead acquisition
- Pay Per Click Advertising

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