



CASE STUDY



Gilmour
Psychological Services
Caring. Competent. Confidential.

About



Gilmour Psychological Services

Gilmour Psychological Services, based in Ottawa, provides a comprehensive range of professional counselling and psychotherapy services to both local and international clients. Their offerings include addiction counselling, family and child therapy, relationship and marriage therapy, trauma therapy, and mental health assessments. With a commitment to excellence and client satisfaction, the practice encourages potential clients to book consultations through their online platform, highlighting their energy, enthusiasm, and dedication to employing the latest knowledge and skills in the field of psychology.



The team at Gilmour Psychological Services consists of highly qualified partners and associates, all of whom hold PhDs and are registered psychologists in the Province of Ontario, ensuring adherence to the highest professional standards.

The psychologists utilize mainstream, scientifically grounded psychological treatments, and offer services in both English and French.





CASE STUDY

1 challenges

Gilmour Psychological Services aimed to improve its brand recognition to drive growth. They recognized the need to increase awareness, leads, and online visibility. To address this, Gilmour Psychological Services partnered with Mediaforce to enhance their advertising strategy and boost their digital presence.



before Mediaforce

- Gilmour Psychological Services aimed to enhance their brand recognition to boost revenue, as they faced challenges in showcasing their services and converting web traffic into clients.
- Their website was not optimized to engage visitors or encourage the use of online tools, leading to low conversion rates.



CASE STUDY

key metrics

2

Gilmour Psychological Services' case study evaluates key metrics such as conversion rate, leads generated, user experience, and SEO performance. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce

Mediaforce 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.



CASE STUDY

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after Mediaforce



60% increase in
brand authority



Increase in click-
through rate

80% branded keywords
25% non-branded keywords



17% conversion
rate



300% increase in
ranking optimization