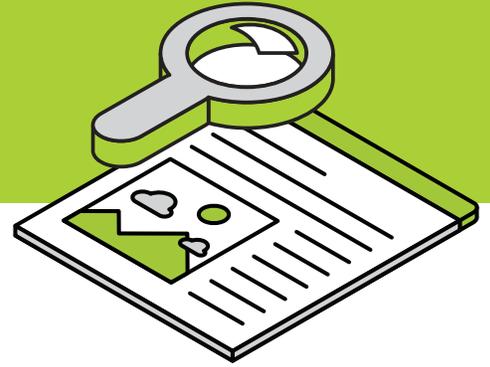




# case study

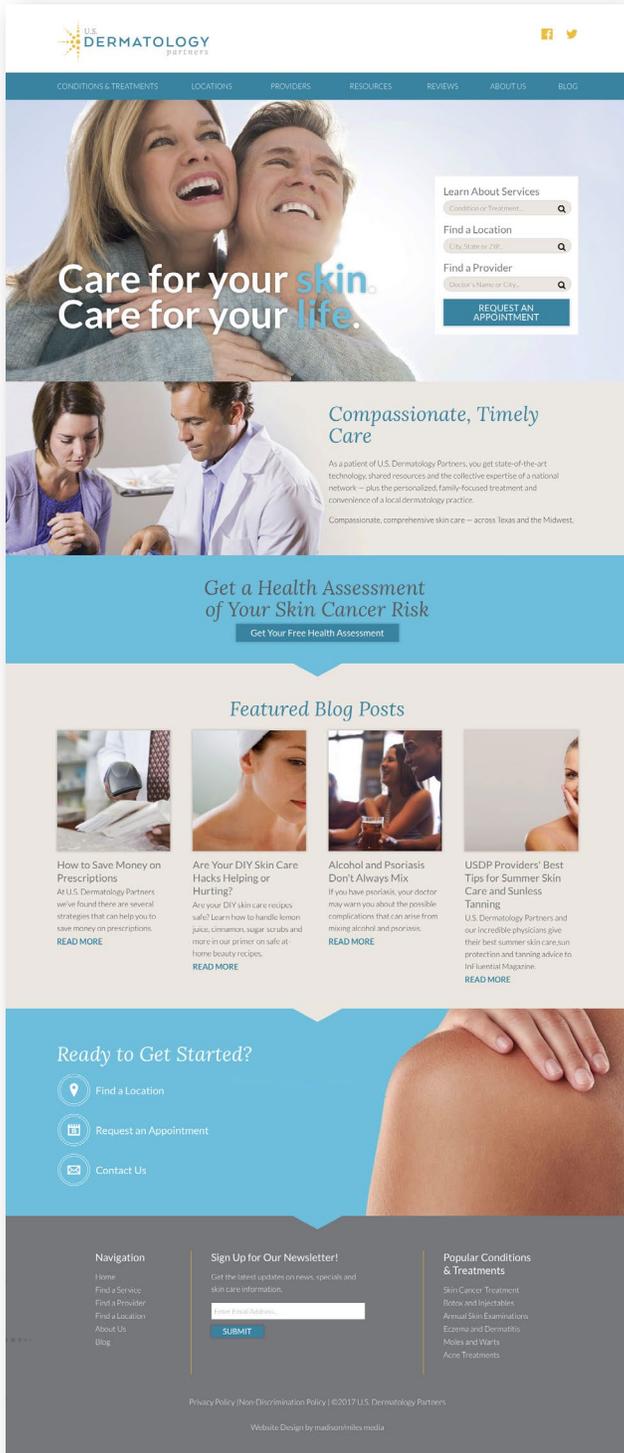
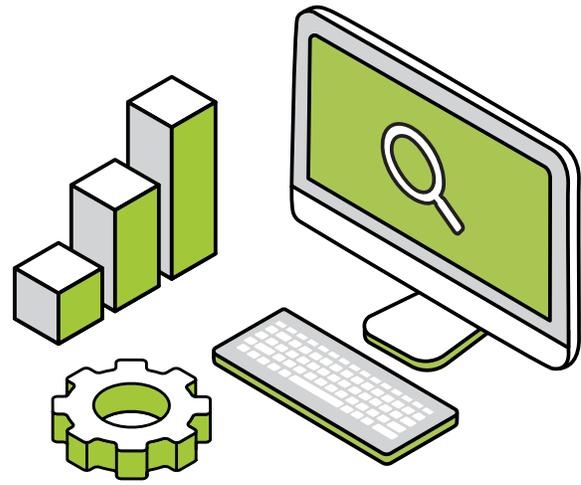


## U.S. Dermatology Partners Sees 3,650% ROI; 727% Increase in Blog Traffic

U.S. Dermatology Partners had acquired more than 50 offices throughout Texas, the Southwest and the central United States to become the third-largest physician-owned dermatology practice in the country. The organization, which combines the personal care of private practices with the benefits of a large network of physicians, was looking for an online marketing program to spread awareness, increase revenue and book appointments for its newly acquired offices. To accomplish this, they turned to madison/miles media.

[read more](#) →





## about U.S. Dermatology partners

Through its expansive network of dermatologists who have trained at some of the top treatment centers in the country, U.S. Dermatology Partners is able to provide patients with premier medical and cosmetic dermatological care. U.S. Dermatology Partners offers state-of-the-art technology, Botox, laser therapies, treatments for everything from skin cancer to acne and more.

## marketing challenges

Each of the newly acquired offices had a legacy website with its own brand standards, appointment system and design — not to mention varying degrees of mobile responsiveness. In order to unify its newly acquired private practices and assist the network with the transition, U.S. Dermatology Partners needed a new website and a strategy that would give all of its offices the same look and feel online. The website also needed to spread awareness of the acquisitions while directing web traffic and patient appointments to the newly rebranded offices.

## how madison/miles helped

Our strategy began with designing a comprehensive (and later, award-winning) website that unified all of the network's newly acquired offices. The new website allowed users to easily search for an office in a specific city or near their current location, search for specific providers and download paperwork or new patient forms online.

It also included a blog that garnered thousands of new visitors a month, and a robust directory of skin diseases and conditions, symptoms and available treatment options. We also implemented tracking features that empowered U.S. Dermatology Partners with much-needed transparency in terms of appointments. In addition to the redesigned website, landing pages were created to increase conversion rates from advertising campaigns.



2,000

appointments per  
month through organic  
search traffic

## the results

As a result of madison/miles media's work, monthly organic traffic increased by 91% in one year, with total monthly traffic sessions of nearly 40,000. Monthly organic blog traffic also skyrocketed, increasing 727% and contributing to the site's overall improvements in search engine rankings. Its top blog post, "How to Get Rid of Cysts the Right Way," garnered more than 8,000 views, and each of the top five blog posts had more than 5,000 views.

madison/miles media also increased U.S. Dermatology Partners' organic keywords, going from 10,000 keywords in the top 100 to 29,900 in the top 100. It now has 1,133 organic keywords in the top three positions, and some of its non-branded keywords are ranking for medical searches alongside Google powerhouses like WebMD.

Most importantly, website appointments grew to 2,000 per month — primarily through organic search traffic. Based on the number of website appointment requests alone, U.S. Dermatology Partners' monthly ROI was a stunning 3,650%.



Are you considering a content marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

[info@madisonmilesmedia.com](mailto:info@madisonmilesmedia.com) • [madisonmilesmedia.com](http://madisonmilesmedia.com)

