

The Ohio Heart & Vascular Center

The Challenge:

To strategically communicate The Ohio Heart & Vascular Center's brand story in a new search engine optimized web site.

The Solution:

- Brand The Ohio Heart and Vascular Center as "Internationally recognized leaders offering the newest treatments and technologies in cardiovascular care".
- Provide educational content and health resources on the new web site
- Make the web site easy to navigate and find important content for patients such as:
 - Patient educational videos
 - Scheduling an appointment
 - Downloading patient forms
 - Learn about our doctors
 - Find a location
- Identify targeted key words for search engine marketing including to make sure all of the doctors can be found easily via Google, Yahoo and Bing

The Results:

A successfully branded web site with a strategic and compelling brand story that is easy to navigate with a lot of educational content. Within 90 days, the Holland team has been able to obtain first page rankings on many of the targeted keywords that previously had not been ranked. The doctors are happy that they are now being found when searched.

