2023 Annual Client Performance and Insights Report

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Introduction

Welcome to the 2023 Annual Client Performance and Insights Report. This document is not just a reflection of the year's successes in **healthcare marketing**, but also a clear indication of the **ongoing value** we provide.

Through meticulous **search engine optimization**, innovative **web design**, and targeted **paid media campaigns**, we've delivered results that matter. These successes are as much a part of our clients' stories as they are ours, highlighting the progress we've made together.

The insights we share here are distilled from **data-driven strategies** and creative endeavors that have not only met but often exceeded our clients' goals. Our report aims to provide a clear vision of the outcomes of our collaborative efforts and how they align with the broader trends in healthcare marketing.

We thank you for your partnership and interest in Webserv. Whether you've been with us through the years or are just getting to know us, we're excited to continue this journey of growth and innovation with you.

Preston Powell
Chief Executive Officer , Webserv

5.0 ★★★★★

"The results speak for themselves."

CEO, Addiction Treatment Facility

⊘ Verified Review

5.0 ★★★★★

"They were super collaborative and responsive."

Marketing Director, Laser Therapy Company

⊘ Verified Review

5.0 ★★★★★

"Their data-driven approach consistently produces outstanding results for us."

Marketing Manager, Medical Device Company

⊘ Verified Review

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Here's a snapshot of the remarkable results our clients and our agency has achieved:

SEO Performance

594%
Average Traffic Growth for our clients who were with us for the full year.
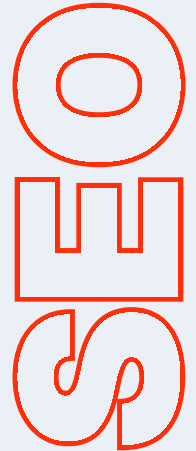
$10,761
Average Traffic Value per month for our clients according to SEMRUSH.

2,525,784
Total Organic Clicks for our Healthcare Clients in 2023

112,369,680
P

SEO

PPC Performance

15,216
Total Conversions (Calls and Form Fills) for our clients.
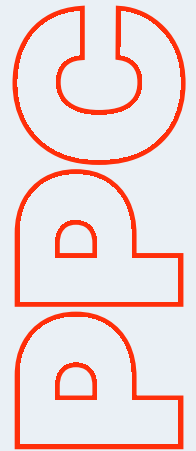
6.67%
Average Conversion Rate for clients running Google Ads.

$15.25
Average Cost Per Click for clients running Google Ads.

$237.70
Average Cost per Conversion in the Addiction, Mental Health, and Med Device Industry

PPC

Agency Recognition

TOP DIGITAL MARKETING COMPANY
Clutch
MEDICAL CALIFORNIA

TOP SEO COMPANY
Clutch
MEDICAL 2023

TOP PPC COMPANY
Clutch
MEDICAL 2023

Clutch
TOP COMPANY
Local SEO Company
2023

Clutch
TOP COMPANY
SEM Company
2023

Clutch
CHAMPION
FALL 2023

AWARDS

Our commitment to outstanding service is recognized industry wide.

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Industry Overview

Healthcare marketing is as diverse as it is complex, and at Webserv, our expertise spans across the spectrum, with a particular focus on the behavioral health industry. Here, making a meaningful impact means not just reaching audiences but driving action.
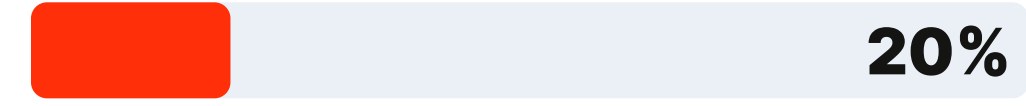
Industries We Currently Serve
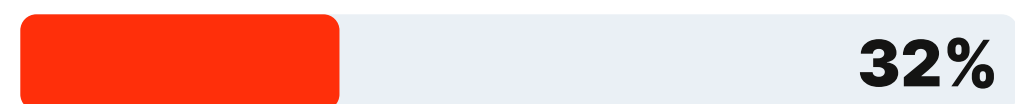
Addiction Treatment
32%

Mental Health Treatment
32%

Medical Device/Biotech
8%

Urgent Care/Health & Wellness
4%

Pharmaceutical
2%

Aesthetics/Plastic Surgery
2%

Other
20%

Legal Services, E-Commerce, Manufacturing, Construction, Hospitality, Consulting, and more.

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SEARCH ENGINE OPTIMIZATION

Strategic Visibility, Sustained Growth.

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Navigating Google Algorithm Updates

If you've dealt with SEO, you know how Google algorithm updates can dramatically shift your rankings, leading to drastic drops in traffic. These core updates aim to enhance search quality, impacting sites based on content quality, user experience, and technical factors.

Adapting to these updates means embracing comprehensive SEO strategies, beyond just keywords and backlinks. Our next case study highlights how we helped a client **not just recover** but **thrive post-update**.

2023

SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	⊘ 29 days
November 2023 core update	2 Nov 2023	⊘ 25 days, 21 hours
October 2023 core update	5 Oct 2023	⊘ 13 days, 23 hours
Ranking is experiencing an ongoing issue	5 Oct 2023	⊘ 26 days
October 2023 spam update	4 Oct 2023	⊘ 15 days, 12 hours
September 2023 helpful content update	14 Sep 2023	⊘ 13 days, 11 hours
August 2023 core update	22 Aug 2023	⊘ 16 days, 3 hours
April 2023 reviews update	12 Apr 2023	⊘ 13 days, 2 hours
March 2023 core update	15 Mar 2023	⊘ 13 days, 7 hours
February 2023 product reviews update	21 Feb 2023	⊘ 14 days

51% of our current SEO clients have been with us for over 1 year.

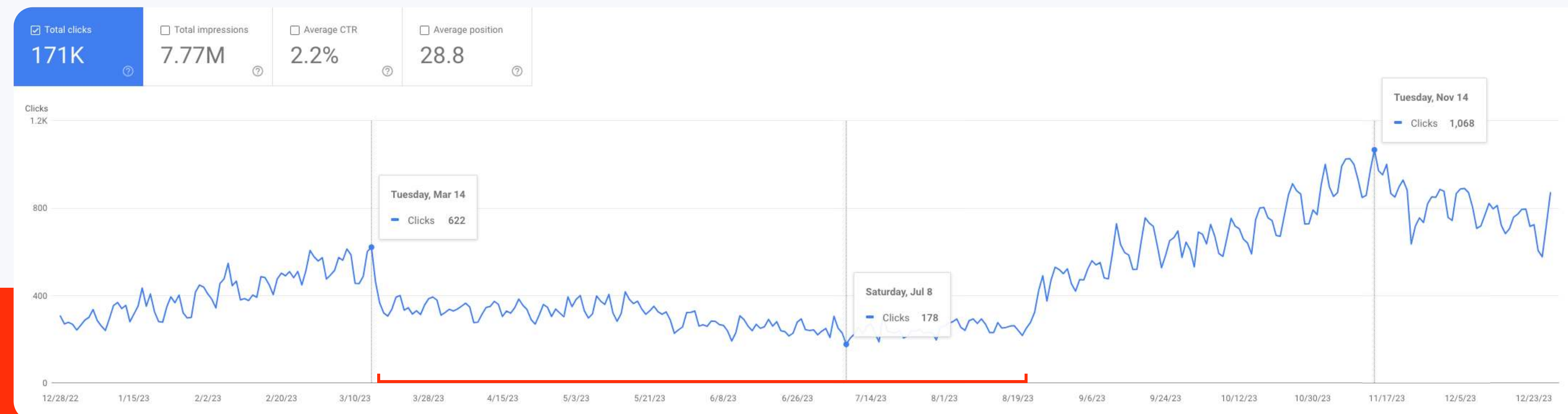webserv

Algorithm Update Case Study

Our client experienced a significant downturn in daily clicks following the **March core update**, with the numbers dwindling from a peak of 622 to a low of 178.

This change posed a critical challenge, but our team swiftly implemented **strategic SEO adjustments** to counteract the update's impact.

Through these targeted efforts, we not only stabilized their online presence but propelled it to new heights, resulting in a peak of **1,068 clicks in a single day**.

March 2023 Core Update

Google's algorithm updates often elevate content quality standards, particularly for health-related information. To meet these heightened criteria, our team implemented strategies that highlighted our client's credibility, which significantly improved their search rankings.

Total clicks	Total impressions	Average CTR	Average position
171K	7.77M	2.2%	28.8

Clicks

Tuesday, Mar 14 — Clicks 622

Saturday, Jul 8 — Clicks 178

Tuesday, Nov 14 — Clicks 1,068

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Healthcare SEO

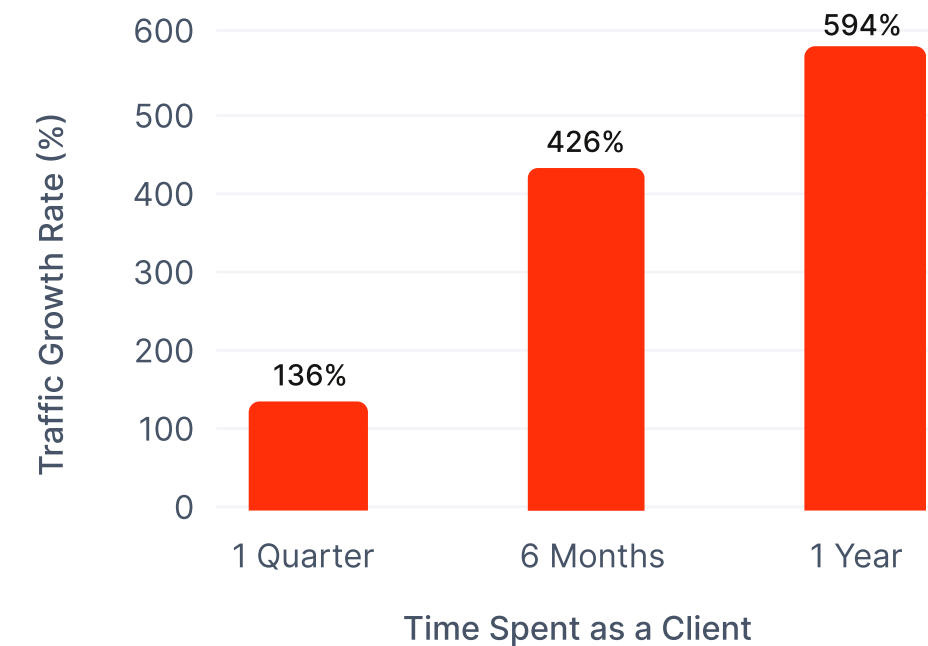Metrics for our average healthcare client

These metrics are synthesized from our comprehensive SEO work across the healthcare spectrum. They spotlight the cumulative impact of our strategies, applied to a multitude of healthcare subindustries.

The impressive growth figures reveal a clear pattern: the longer the investment in SEO strategy, the greater the returns.
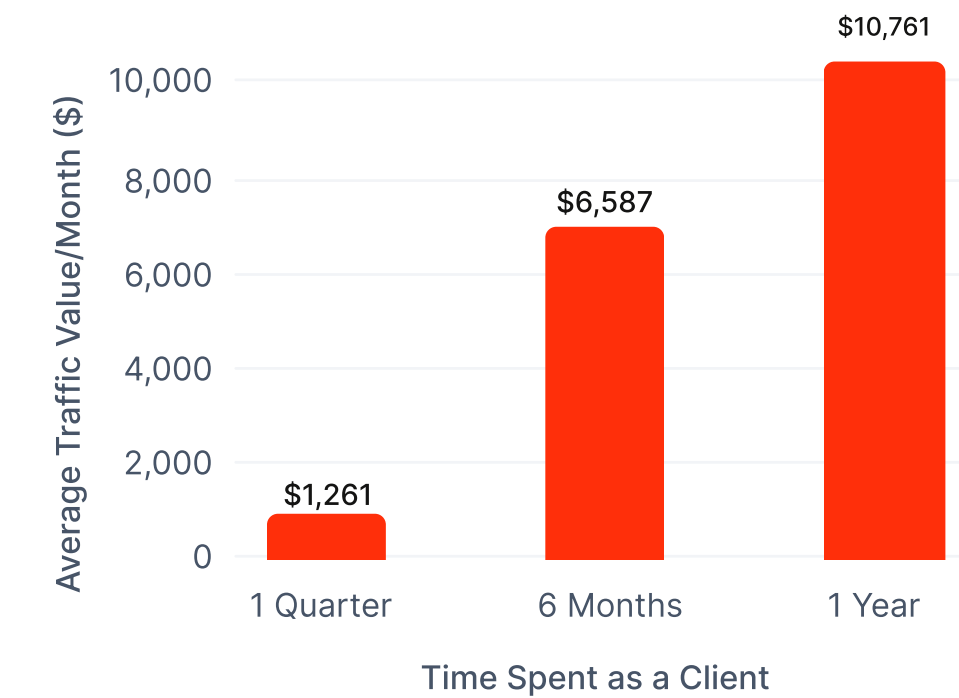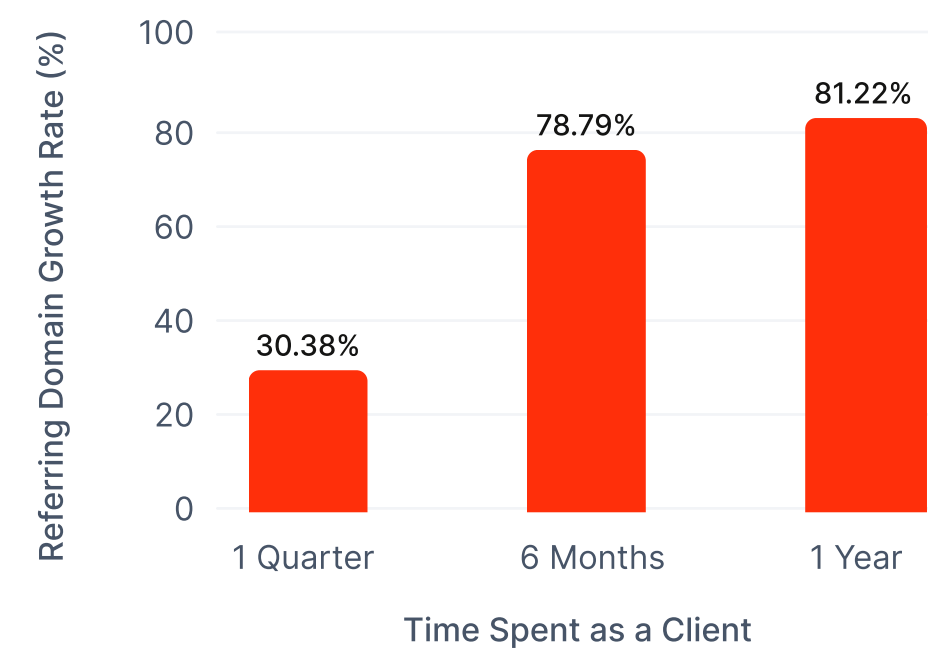
Trevor Gage
SEO Director
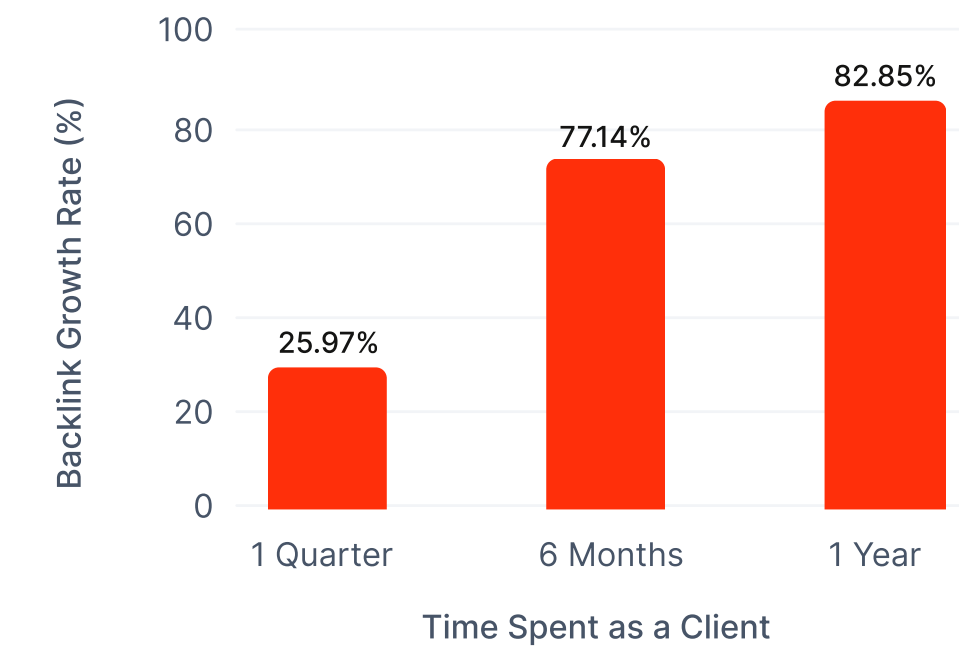
All Current SEO Clients
Organic Traffic Growth

- 136% — 1 Quarter
- 426% — 6 Months
- 594% — 1 Year

Traffic Growth Rate (%)
Time Spent as a Client

All Current SEO Clients
Avg. Traffic Value/Month

- $1,261 — 1 Quarter
- $6,587 — 6 Months
- $10,761 — 1 Year

Average Traffic Value/Month ($)
Time Spent as a Client

Clients w/o prior SEO experience
Referring Domain Growth

- 30.38% — 1 Quarter
- 78.79% — 6 Months
- 81.22% — 1 Year

Referring Domain Growth Rate (%)
Time Spent as a Client

Clients w/o prior SEO experience
Backlink Growth

- 25.97% — 1 Quarter
- 77.14% — 6 Months
- 82.85% — 1 Year

Backlink Growth Rate (%)
Time Spent as a Client

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Behavioral Health SEO

Metrics for our Addiction and Mental Health treatment clients

With a strong client base rooted in behavioral healthcare, it's crucial to highlight the SEO metrics derived exclusively from these specialized clients. Each month, we implement a balanced mix of **content creation** and **technical website optimization**, custom-tailored to meet the unique requirements of our clients in this sector. This approach ensures that our clients' websites are not only rich in relevant, engaging content but are also technically sound and optimized for search engines.

In addition to these efforts, our strategy includes monthly **digital PR campaigns** designed to enhance link profiles and increase **online authority**. These campaigns have been pivotal in strengthening the online presence of our behavioral healthcare clients, leading to improved **organic search rankings** and greater visibility. The results of this comprehensive SEO strategy are evident in the significant improvements in traffic and patient engagement metrics across our client portfolio.
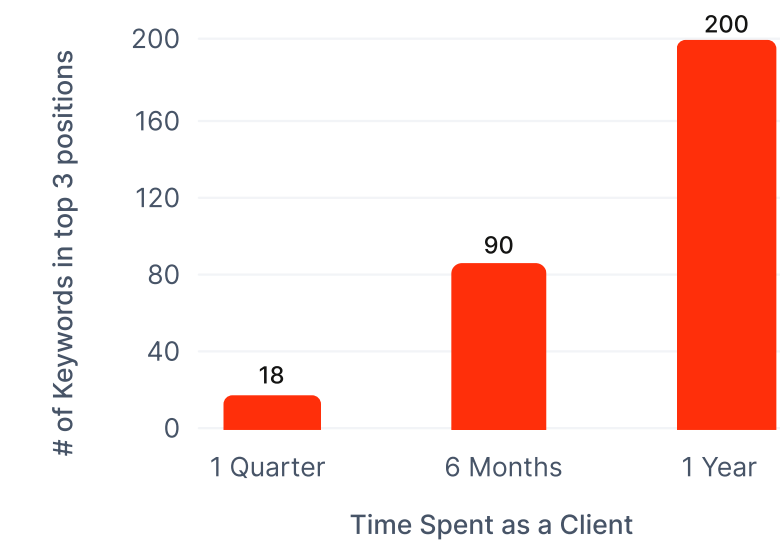
All Current Addiction Treatment SEO Clients
Organic Traffic Growth
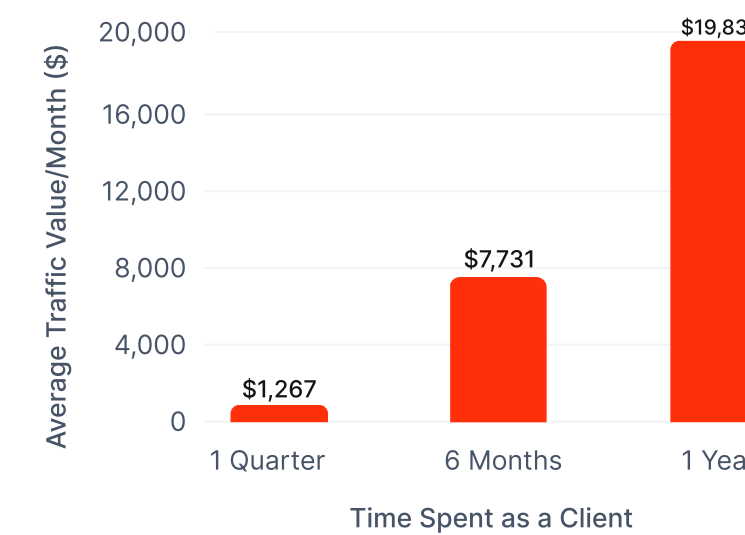
All Current Addiction Treatment SEO Clients
Avg. Traffic Value/Month

All Behavioral Health Clients
Keywords in Top 3 Positions

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SEO Case Study - Addiction Treatment Center

As revenue-focused healthcare marketers, we understand the importance of honing in on the most relevant metrics that align closely with business goals. While clicks and impressions provide insight into visibility and user engagement, it is the tangible outcomes like heightened admissions and patient acquisitions that truly measure the success of our efforts.

Through SEO our treatment center client achieved:
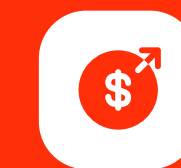
3,152	85	150
Calls	Admits	Referrals

It is important to note that the results we have achieved for this client, who has been working with us for over two years, may not be typical for those just starting their SEO journey. SEO is an ongoing process that requires continuous optimization and effort, and significant results may not be evident within the first few months.
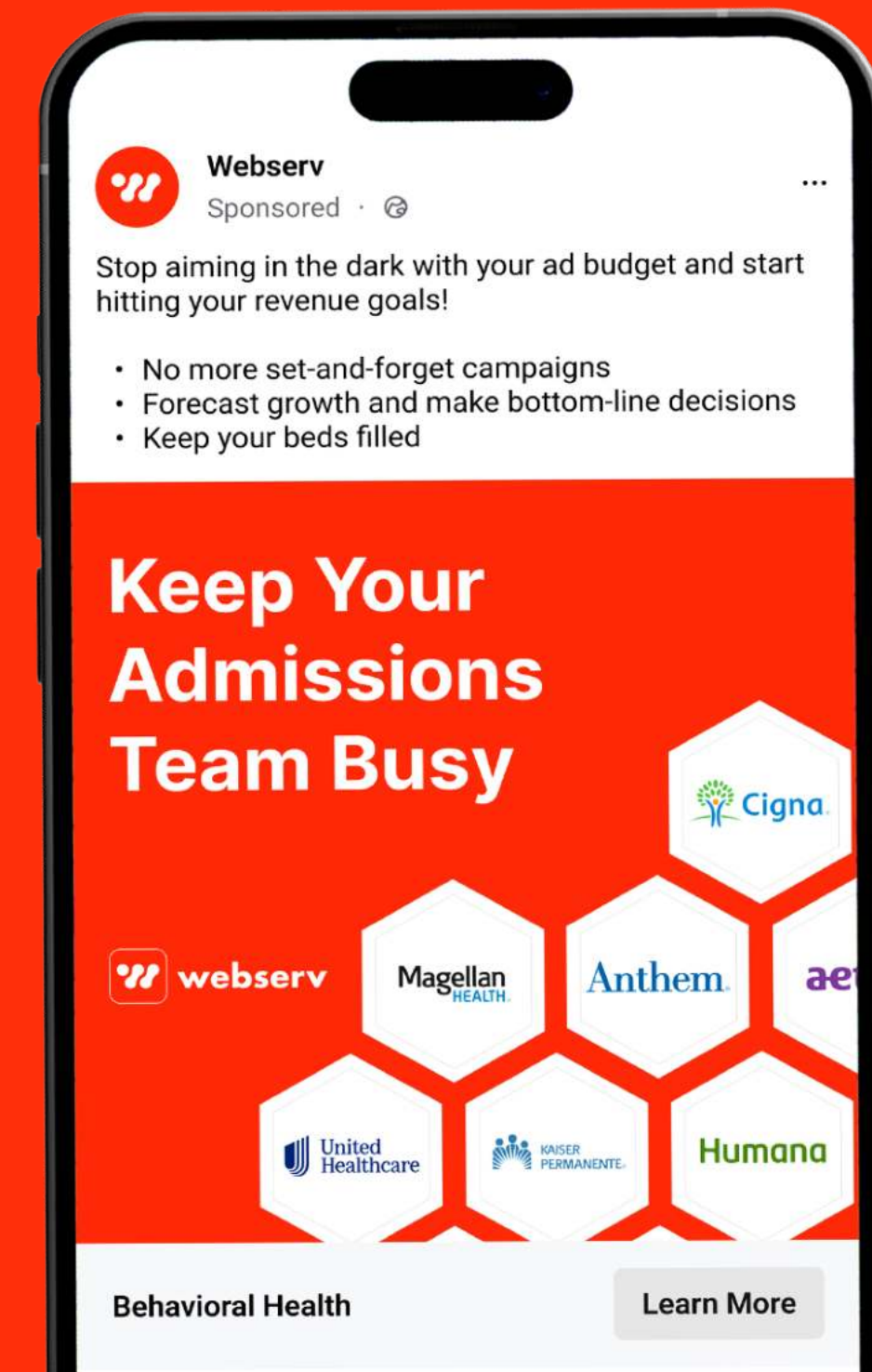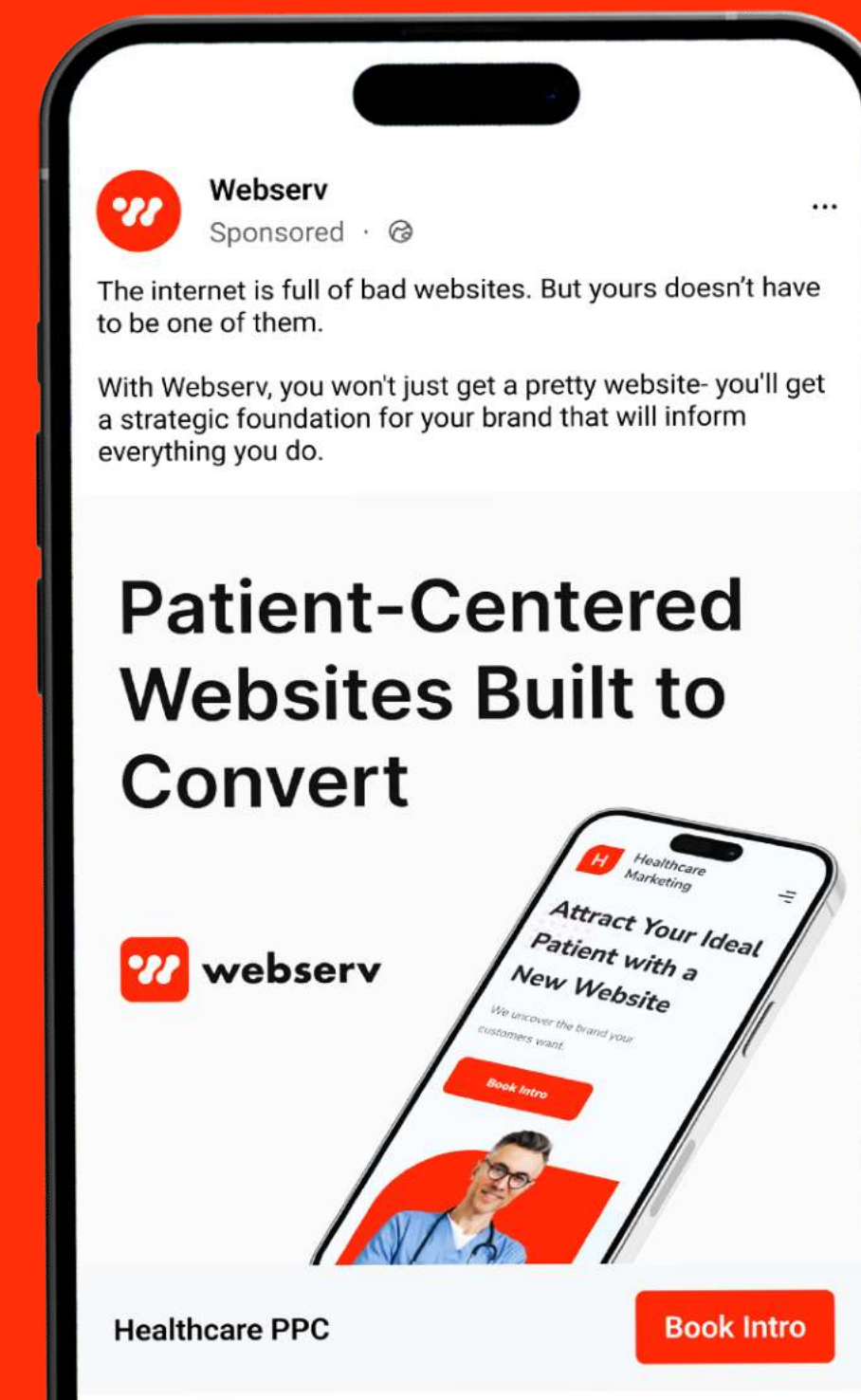
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Return on Investment

2,297%

PAID MEDIA

Boosting Your Visibility on Google, META, and Beyond.

Webserv
Sponsored

The internet is full of bad websites. But yours doesn't have to be one of them.

With Webserv, you won't just get a pretty website- you'll get a strategic foundation for your brand that will inform everything you do.

Patient-Centered Websites Built to Convert

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Healthcare PPC   Book Intro

Webserv
Sponsored

Stop aiming in the dark with your ad budget and start hitting your revenue goals!

- No more set-and-forget campaigns
- Forecast growth and make bottom-line decisions
- Keep your beds filled

Keep Your Admissions Team Busy

webserv Magellan Anthem

Cigna

United Healthcare   KAISER PERMANENTE   Humana

Behavioral Health   Learn More

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Google and Advertising Solutions with Artificial Intelligence

AI is perhaps the biggest buzzword of 2023, reshaping Google's advertising with simplified, automated solutions.

Google actively encourages the use of broad-match keywords and Performance Max campaigns across accounts, steering strategies towards AI-driven solutions.

Broad-Match Keywords: Expand campaign reach, allowing ads to connect with users across a wider array of search queries, enhancing visibility and engagement opportunities.

Performance Max Campaigns: Designed to tap into untapped placements, Performance Max harnesses AI to broaden ad reach, connecting advertisers with their ideal audience segments across Google's diverse channels.

Keyword Match Types

For the keyword Family doctor, we can match the following queries (   ) 🔍

per match type

Broad match

Ads may show on searches that **relate** to your keyword.

primary care services 🔍

general practitioner near me 🔍

Notation for inputting keywords:
keyword

Phrase match

Ads may show on searches that **include** the meaning of your keyword.

best family doctor for kids 🔍

family doctor annual check-up 🔍

affordable family doctor in Orange County 🔍

Notation for inputting keywords:
"keyword"

Exact match

Ads may show on searches that **are** the same meaning as your keyword.

family doctor 🔍

local family doctor 🔍

Notation for inputting keywords:
[keyword]

For the Behavioral Health Industy, we have found that performance max campaigns do not produce the best results.

Conversion Tracking is More Vital Than It's Ever Been

All too often we see new and prospective clients come in with **inaccurate or incomplete conversion tracking**.

Challenges in Conversion Tracking

- Adapting to consent-based tracking on iOS and privacy-focused devices
- Overcoming data loss due to ad blockers and script blockers

Solutions for Reliable Tracking

- Implement server-side tracking to circumvent browser compliance issues
- Utilize call tracking software for concrete lead generation metrics

Action Steps for Advertisers

- Collect and input comprehensive conversion data for nuanced AI interpretation
- Prioritize server-to-platform data transmission for consistent attribution

By empowering AI with **context-rich data**, we navigate the complexities of modern advertising, delivering **precision** and **performance** in a privacy-first world.

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Webserv - Conversion Tracking for Healthcare
Elevate your healthcare campaigns with Webserv's specialized conversion tracking. Gain clear insights, improve patient acquisition, and maximize ROI.

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Google Ads Performance

Metrics for our average client running Google Ads in 2023

The metrics displayed are gathered from our current Paid Media clients spanning multiple industries.

In 2023 we generated a total of 15,216 conversions (calls and form fills) through Google Ads alone.

Maximizing the impact of our clients campaigns:

Proactive Optimization: Regular adjustments to align campaigns with evolving trends and client objectives.

Combatting Ad Fatigue: Frequent creative refreshes to maintain audience engagement and prevent ad staleness.

Data-Driven Approach: Utilizing real-time analytics to pivot strategies swiftly, ensuring peak performance.
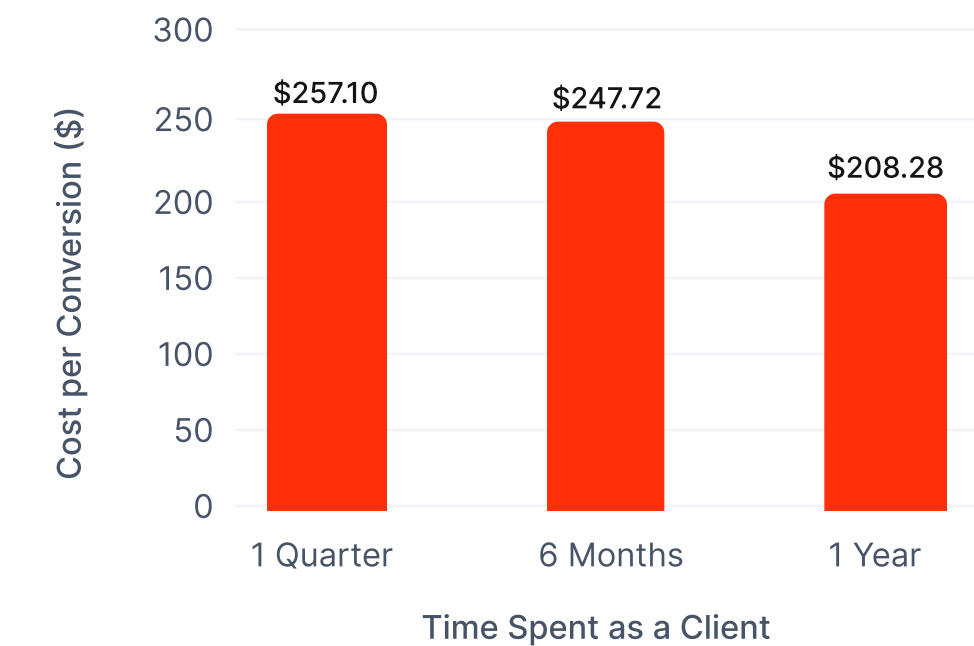
Avg. Click Through Rate
All Current PPC Clients

Bar chart — Click Through Rate (%) vs Time Spent as a Client:
- 1 Quarter: 5.05%
- 6 Months: 4.84%
- 1 Year: 4.43%

Avg. Cost per Click
All Current PPC Clients

Bar chart — Cost per Click ($) vs Time Spent as a Client:
- 1 Quarter: $20.43
- 6 Months: $12.82
- 1 Year: $12.51

Avg. Conversion Rate
All Current PPC Clients

Bar chart — Conversion Rate (%) vs Time Spent as a Client:
- 1 Quarter: 7.25%
- 6 Months: 5.01%
- 1 Year: 6.84%

Avg. Cost per Conversion
All Current PPC Clients

Bar chart — Cost per Conversion ($) vs Time Spent as a Client:
- 1 Quarter: $257.10
- 6 Months: $247.72
- 1 Year: $208.28

All Current Behavioral Health PPC Clients
Avg. Click Through Rate

5.84%
4.04%
4.34%

Click Through Rate (%)

1 Quarter | 6 Months | 1 Year

Time Spent as a Client

All Current Behavioral Health PPC Clients
Avg. Cost per Click

$21.75
$19.17
$11.49

Cost per Click ($)

1 Quarter | 6 Months | 1 Year

Time Spent as a Client

All Current Behavioral Health PPC Clients
Avg. Conversion Rate

8.95%
*Low Sample Size
6.08%
6.86%

Conversion Rate (%)

1 Quarter | 6 Months | 1 Year

Time Spent as a Client

All Current Behavioral Health PPC Clients
Avg. Cost per Conversion

$426.19
$191.91
$159.57

Cost per Conversion ($)

1 Quarter | 6 Months | 1 Year

Time Spent as a Client

Google Ads Performance
Behavioral Health

The metrics displayed are gathered from our current Paid Media clients who are Addiction and/or Mental Health Treatment Centers, and facilities that offer Transcranial Magnetic Stimulation.

Our Strategic PPC Partnerships:

Collaborate with Admissions: Partnering with admissions for accurate lead tracking and campaign effectiveness.

Specialized in Behavioral Health: Deep industry knowledge ensures our seamless integration with treatment centers.

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Paid Media Case Study
Urgent Care

The Challenge:

Prior to our engagement, Newport Center Urgent Care was grappling with an inadequate lead generation process through their previous agency. This was a crucial challenge as it resulted in insufficient patient appointments, limiting their growth potential.

The Solution:

We devised an intricate, three-tiered Google search campaign strategy with a geographical focus on the local cities surrounding the Urgent Care. Each campaign was specifically designed to target general Urgent Care terms, the diverse services they offer, and COVID-19 testing. The bidding strategy and keyword match types were determined based on the search volume and competition level. Negative keywords were incorporated to filter out irrelevant traffic and to hone in on qualified leads.

The Results:

Key Metrics: The key performance indicators (KPIs) for this campaign were conversions/conversion rates and the cost per conversion. Our campaign resulted in a total of **2,120 conversions**, a conversion rate of **21%**, and a cost per conversion of **$61.08**, which was a **57.8% decrease** from the pre-campaign period.

Achievements/Outcomes: The campaign yielded a substantial **16% increase** in conversions while simultaneously reducing the ad spend by **50%**. Moreover, the conversion rate saw an impressive **spike of 483%**, reaching 21%. Overall, the cost per conversion experienced a significant **reduction of 57.8%**.

Clicks:	Impressions:	CTR:
4,828	91,942	5.25%

Newport Beach Urgent Care
Ad www.newportbeachuc.com/urgent/care

Urgent Care Near Me | Newport Beach Urgent Care | Newport Center Urgent Care

Open 7 days a week for all your urgent care and sports injury needs. Receive urgent medical attention with fast and efficient care from a team you can trust.

Services   Contact   Imaging & X-rays   About Us

Clicks:	Impressions:	CTR:
518	9,440	5.49%

Newport Beach Urgent Care
Ad www.newportbeachuc.com/primary/care

Primary Care Physician | Book Same Day or Walk-in | Primary Care at Newport Center

Our skilled primary care physicians take pride in serving the unique needs of each patient. For in-person urgent care & primary care services, visit Newport Center Urgent Care.

Request A Visit   Onsite X-rays   COVID & Flu Testing   Sports Injuries

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Clicks:	Impressions:	CTR:
202	3,031	6.66%

**Newport Beach Urgent Care**
Ad www.newportbeachuc.com/primary/care

Primary Care Physician | Book Same Day Appointments | Primary Care Newport Beach

Get exceptional & top rated primary care at Newport Center Urgent Care. Call or walk in! Be seen immediately by our accredited & professional medical team. We are here to assist.

Request A Visit   Onsite X-rays   COVID & Flu Testing   Sports Injuries

BRAND DEVELOPMENT

From Websites and Logos to Conversion-Driven Landing Pages
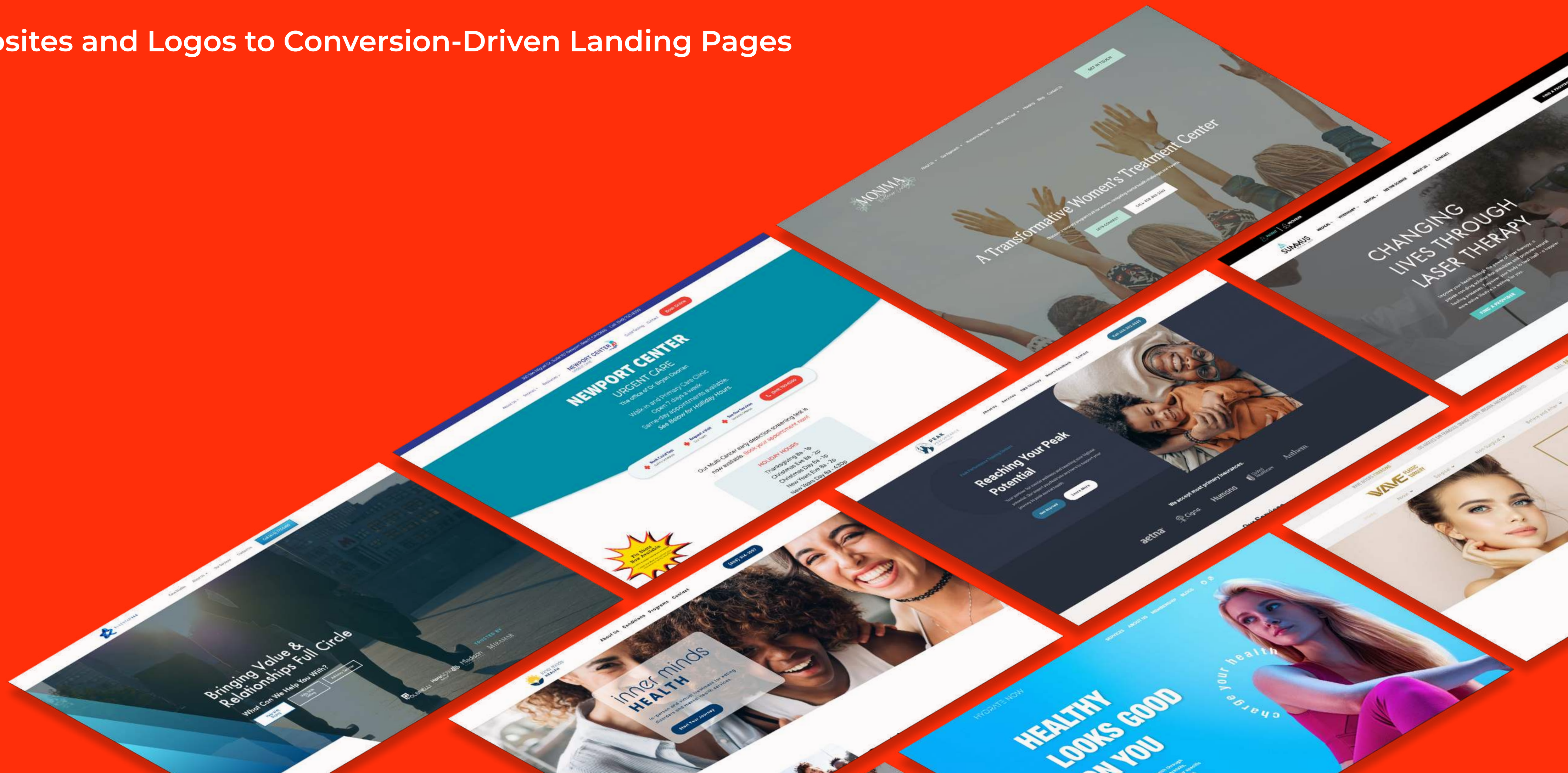
Inclusive Design is a necessity

The goal of design should always aim for inclusive design, instead of relying on an accessibility plugin. This includes ensuring all images have alt text, color contrast, and designing user friendly components for easily accessible information on the site.

Achieving 100% accessibility for a website is a challenging goal, and in practice, it may be impossible to guarantee absolute accessibility for every user due to the diverse nature of disabilities and evolving technologies. However, the aim should always be to strive for the highest level of accessibility possible.

How many sites are ADA Compiant?

Only,

2.6%

of websites are accessible and follow the ADA compliance laws according to WebAIM.

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Data-Driven Landing Page Optimization

Our design team excels at crafting landing pages that are not only **visually appealing** but also **highly functional** for our PPC campaigns. By harnessing the insights from heatmaps and A/B testing, we create **user-centric pages** that resonate with the audience and drive conversions.

Let's delve into the key strategies our design team implements to achieve these effective and engaging landing pages:

Strategic Layout Design
Our team crafts layouts that intuitively guide users, encouraging them towards key conversion points.

Initial Content Optimization
We optimize the initial content for maximum clarity and engagement, ensuring it resonates with the target audience.

Dynamic Updates Based on Insights
We keep our landing pages at peak performance by regularly updating them with insights gained from heatmaps and user feedback.
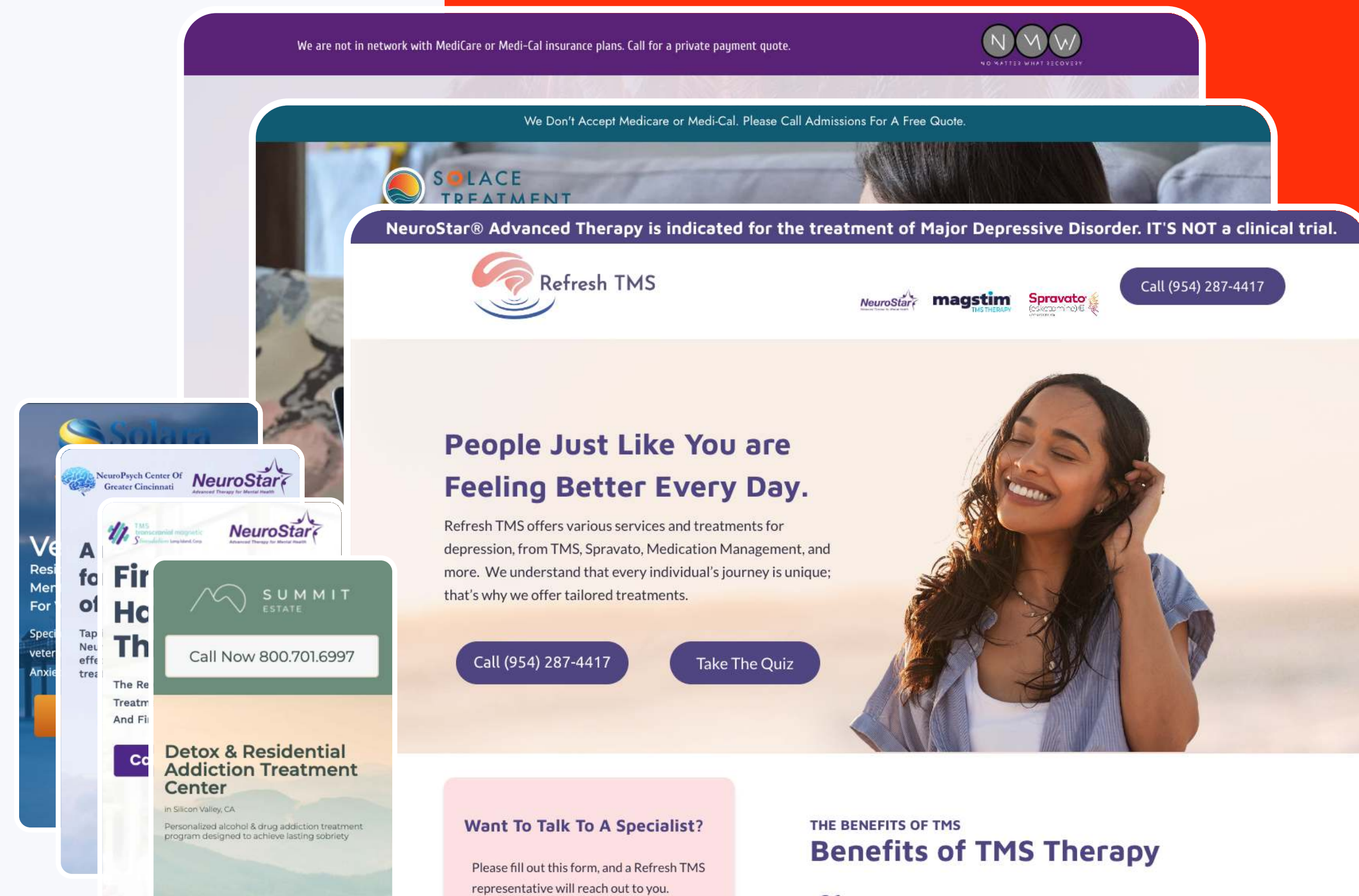
Brand Development Case Study

We partnered with a leader in the laser therapy industry to revolutionize their digital presence. The project's focus was a seamless integration of a **modernized brand identity** and an **enhanced user experience**, tailored to the unique needs of the laser therapy market.

Collaboration and responsiveness were the hallmarks of our approach, ensuring **timely completion** and swift **adaptation to feedback**.

The result was a user-centric website that simplified technology exploration and provider searches, leading to an impressive **30X increase** in website traffic and substantial growth in engagement metrics.

5.0 ★★★★★

"They were super collaborative and responsive."

Marketing Director, Laser Therapy Company
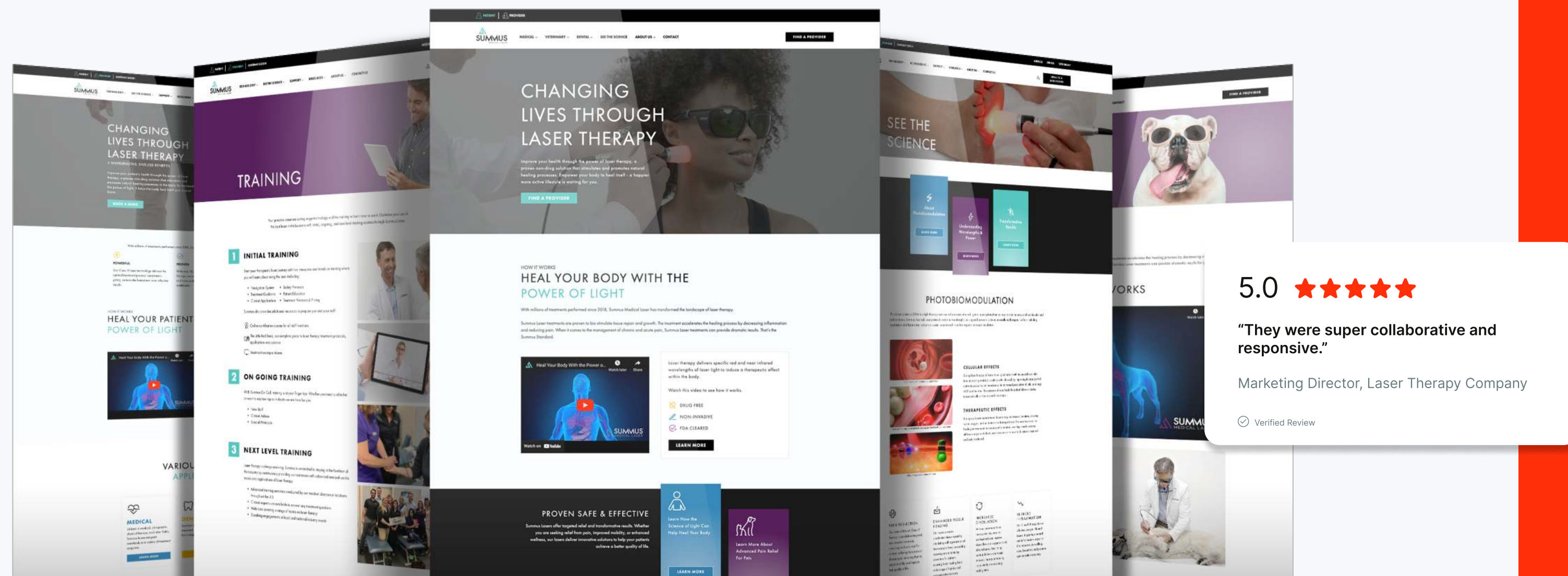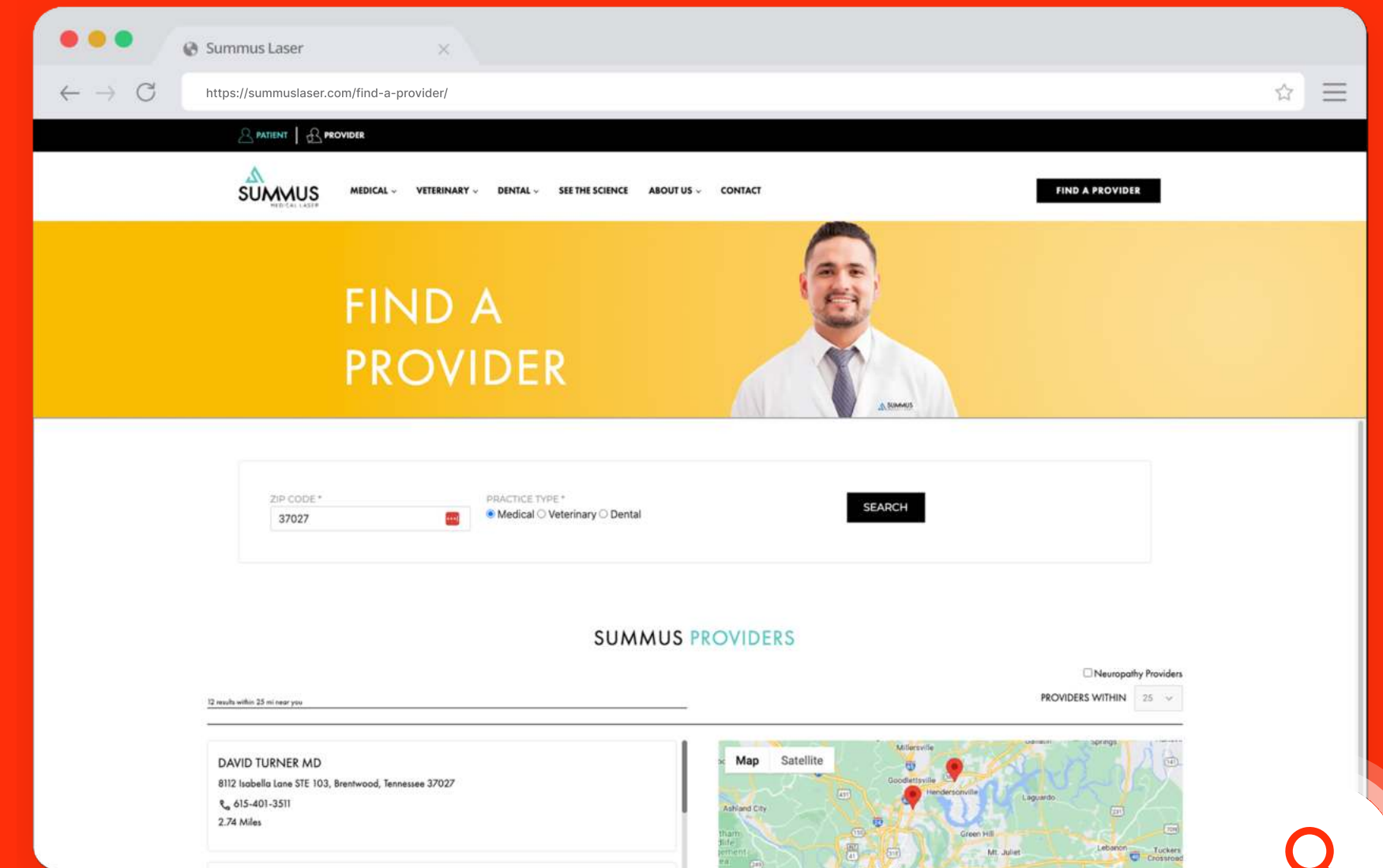
✓ Verified Review

30x
increase in traffic and a surge in form submissions.

THANK YOU FOR A REMARKABLE 2023

A **heartfelt thank you** to all our clients for the trust and collaboration in 2023. Your partnership has fueled our shared successes and we eagerly look forward to growing together in the coming year.

If you're considering partnering with us, we're ready to show you what Webserv can achieve. Book a **short discovery call** and let's discuss how we can elevate your business in 2024.

Book Intro