



## Client Profile

One of the country's largest community-based non-profit healthcare providers with nearly 100 websites.

*"Joe and Kayden and the team have been so great to work with. The work that you guys have done has really helped our team and we are excited about continuing to work with Blast."*

### Karin Miklos

Consumer Products & Marketing Director



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# Search Engine Optimization Improves Sutter Health's Provider Page Traffic by +200%

## Overview

With a system of websites that serves locations across Northern California, providing information that is easy for patients and potential patients to find is critical. Each of the thousands of doctors in the Sutter Health system has a Doctor Profile page. It is critical to Sutter Health that these pages be customer-friendly for people looking for a new doctor, and easy to find for someone using a search engine to find a certain type of doctor in their area.

## Challenge

Each Doctor Profile page on Sutter Health's system of websites is an opportunity to attract new patients. Sutter Health needed the pages to have increased visibility in organic search results and local search results. Blast identified that Sutter Health's approach to Doctor Profile pages was disjointed with localized websites, causing issues with the search engines giving proper value to the Sutter Health doctors in both organic results and in local listings. The existing approach made it difficult for the pages to have visibility across a wide set of search terms that potential patients use to find a doctor.

## Solution

A combination of tactics were implemented, including content consolidation, canonical tagging, and local SEO efforts. The influence was quickly visible and long lasting.

## Results

Patients are getting to the information they're looking for more easily and Sutter Health is attracting new patients through search.

- Organic search traffic to doctor profile pages increased by over 50%.
- One year later the increase was even more dramatic. A year to date comparison showed a 212% increase in people entering the Sutter Health site through the Doctor Profile set of pages.

