

Connecticut GI Sees a 283% Increase In New Website Traffic from Google



Connecticut GI is a leading gastroenterology practice specializing in digestive health and liver disorders. With 17 care centers, 21 procedure facilities and 7 satellite offices, the practice employs over 50 physicians and 27 practitioners throughout the state of Connecticut.

“ The new website is visually and functionally superior to our old site, delivering an exceptional experience across all devices. The WordPress CMS exceeded our expectations and continues to deliver results, especially as it relates to search engine optimization (SEO) performance. ”



Joe Gregoire, Growth Manager



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Challenges

Connecticut GI's old website was not mobile friendly and difficult for the organization to update. Moreover, the site wasn't optimized correctly for SEO, hard to navigate and slow to load. As the leading gastroenterology practice in the state, the practice required a solution that would be able to scale and grow as they continued to acquire smaller medical practices. Ultimately, the goal was to design a highly professional site that captured the organization's true brand essence while communicating its value and benefits to new patients.

Goals of the Website:

- Design a custom, highly professional website with a wow factor
- Mobile friendly: must work equally well across all devices
- Optimize for SEO, focusing heavily on local search
- Create a Health Library to post educational materials, news and videos
- Make the site secure against malware and infrastructure failures
- Easy-to-use, fast, informative and a great overall experience
- Allow patients to be able to request an appointment and doctors to refer patients
- Integrate the site with ActiveCampaign to capture data in a HIPAA compliant manner

Process to Achieve Goals

Discovery & Goal Setting

Kieffer Consulting collaborated with Connecticut GI to uncover and fully understand the goals and objectives. From here, a project plan and timeline were created and executed.

Redesign

The design focused on the organization's brand essence, colors, imagery and overall standards while concurrently designing for user experience across all devices.

Sitemap & User Experience Mapping

A sitemap detailing the user experience was created to help the design team. Everything from the navigation to how patients request appointments was mapped out.

Development

Using best-practices and agile processes, the new site was completed quickly on a staging environment. After thoroughly testing, the site was successfully launched.

Results

After one year of being live, the website helped the company achieve the following:

281%

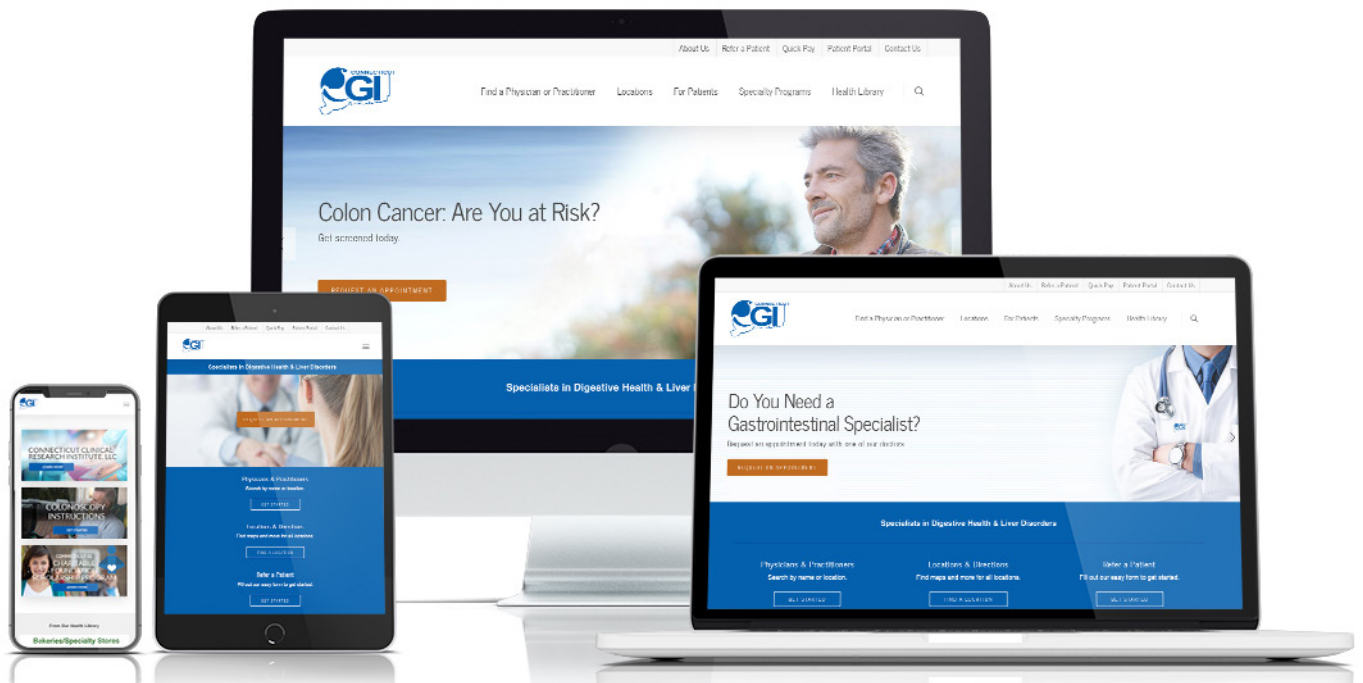
Increase in
Google Traffic

84%

Increase in
Overall New Traffic

5%

Increase in
Page Views



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