

# Case Study: Organic Search Engine Optimization (SEO)



## Heartland Heart & Vascular

Heartland Heart & Vascular is the nation's largest and most experienced company offering comprehensive design, development and management solutions for physician-owned heart & vascular OBLs, ASCs and hybrid centers.

In the summer of 2019, Heartland approached Brand Tackle with the opportunity to create their brand from scratch, including a corporate logo, message platform, collateral design and website development. The new company was entering the extremely competitive market for outpatient labs and they were already a few years behind some very successful players. However, their experienced team was well-positioned to gain market share through their backing from healthcare leaders SCA and Optum.

While the website was not intended to generate a high volume of generalized traffic, the leadership team wanted to rank well in Google with some very strategic keywords that would immediately generate traction and early revenue for the company. Brand Tackle's specific charge was to rank on the first page with "start my own OBL" and "start my own hybrid ASC."

In just a few weeks of launch, the website started generating very targeted traffic and helped increase the amount of incoming leads for follow up by Heartland management, and the client was very pleased to be on the first page of results for their primary keyword phrases.



**HEARTLAND**  
HEART & VASCULAR

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## Keyword Performance Summary

*Snapshot Taken: May 2020*

*Note: Keyword ranks are listed as "Search Term: Page (Page Rank)"*

### Top Client Keywords (Organic)

#### Page 1 Results

Start My Own OBL: Page 1 (1, 2)

Start My Own Hybrid ASC: Page 1 (1, 2)

Start an Independent OBL: Page 1 (1)

Start an Independent ASC: Page 1 (9)

Heart and Vascular OBL: Page 1 (1, 2)

Heart and Vascular ASC: Page 1 (2)

Heart and Vascular Hybrid Center: Page 1 (5)

