



Case Study

By defining clear audience priorities and restructuring the website around user intent, we increased qualified search traffic by 225% and drove sustained conversion growth for this influential healthcare organization.



Industry:
Healthcare

What the client does:
Supports individuals
impacted by cancer



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The Problem

The organization was trying serve too many goals without clear priorities, which left marketing efforts fragmented and vulnerable to change.





Key Issues



Fragmented Audience Targeting

Too many stakeholder groups were targeted at once without a clear primary audience plan, which led to scattered messaging and lower relevance.



Unclear Priorities

Key goals competed without a clear decision framework, so SEO and Ads tried to serve everything at once and performance was harder to measure.



Traffic Decline After Core Update

A Google Core Update drove a noticeable traffic drop, disrupting a key channel and exposing gaps in the site's SEO foundation.

The Solutions

To address these challenges, we implemented a data-driven, SEO-first website transformation that combined in-depth analysis, precise audience targeting, competitive insights, and a carefully managed migration to rebuild performance and drive sustainable growth.



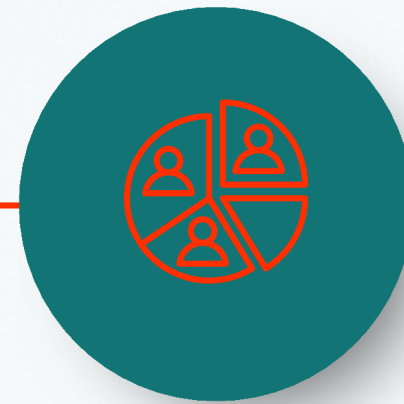
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Strategy & Research



Website Performance Analysis

Reviewed traffic, engagement, and conversions to identify what was working and what was limiting growth.



Audience Segmentation and Targeting

Defined priority audiences, mapped their needs, and aligned content and keywords to support organic and paid discovery.



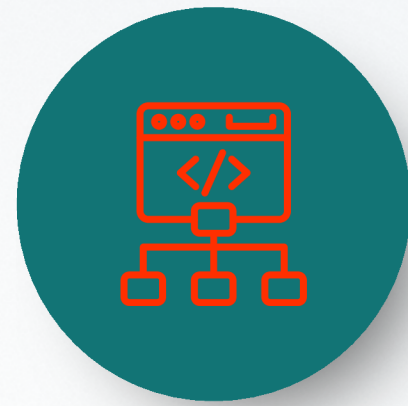
Competitive Analysis

Benchmarked top competitors to understand what drives visibility and engagement, then used insights to guide strategy.

Learn more at fourfront.us

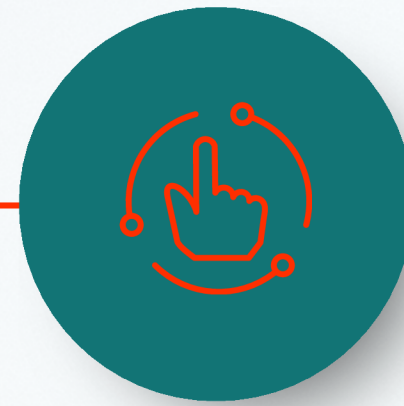


Build & Launch



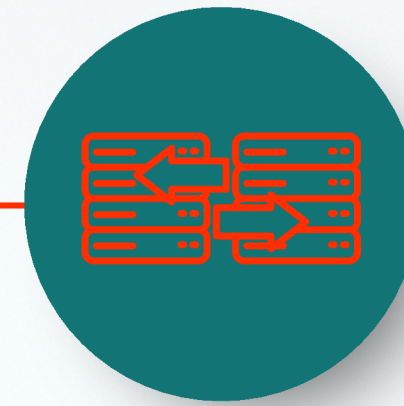
Content Strategy and Site Structure

Built a streamlined information architecture based on user intent, proven performance, and clear conversion paths.



UX and Conversion Optimization

Audited friction points and created SEO-informed wireframes to improve clarity, engagement, and conversions.



SEO-First Migration and Launch

Executed redirects, sitemaps, and technical QA to protect visibility, plus event tracking for clean measurement from day one.

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The Results

We delivered unprecedented results for the client, transforming both lead quality and business growth.



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The Results



Increased Qualified Search Traffic

Clicks to priority keyword categories increased 225% by aligning content to high intent search.

Audience-Specific Traffic Growth

Priority audiences grew 19% YoY and newly identified audiences grew 111%.




Consistent Growth in Conversions

Conversions increased 6% in year one and are tracking to 21% over two years.

Ensured Performance Continuity

We migrated 2,000+ pages while preserving existing search visibility and equity.



Schedule a Strategy Call



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