

# 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



**FOURFRONT**

# 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

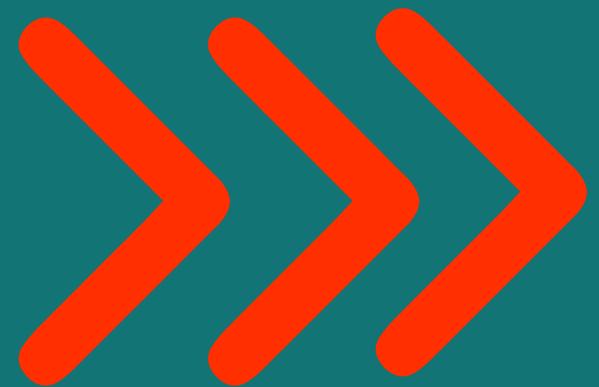
Key goals competed without a clear decision framework, so SEO and Ads tried to serve everything at once and performance was harder to measure.

## 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.

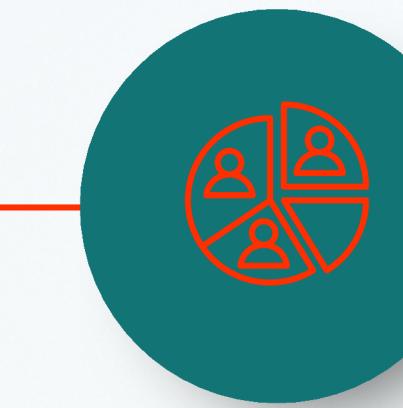


# Strategy & Research



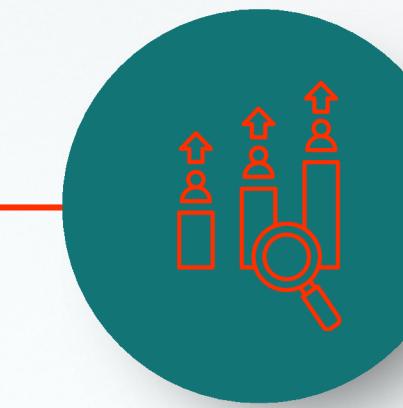
## Website Performance Analysis

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.

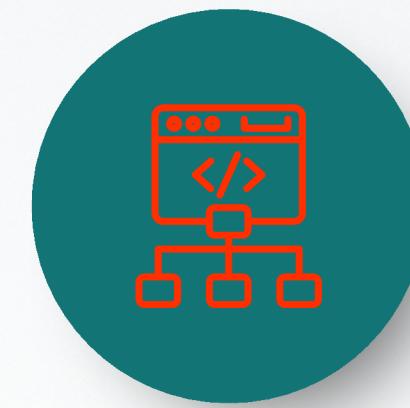


## Competitive Analysis

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

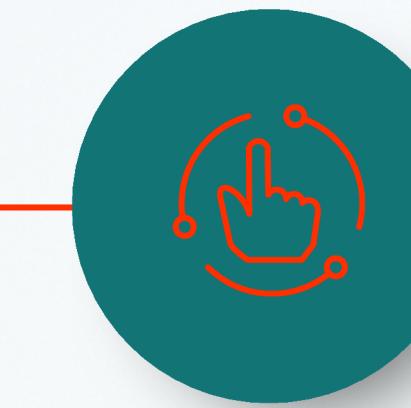


# Build & Launch



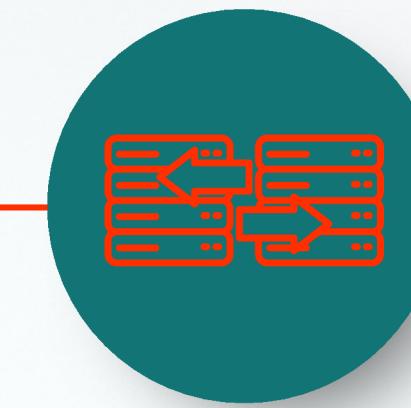
## Content Strategy and Site Structure

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.



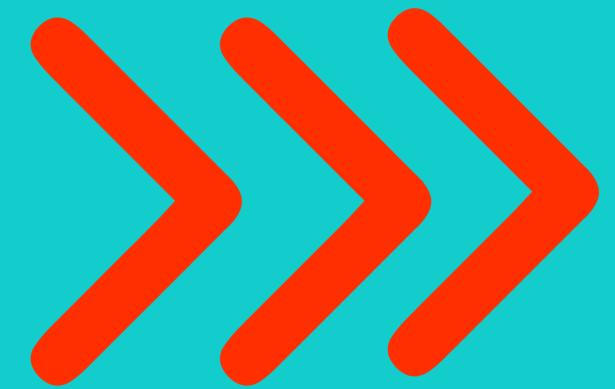
## SEO-First Migration and Launch

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



# The Results

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





# 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



**Email**  
sales@fourfront.us

**Website**  
www.fourfront.us