

Choosing targeted audiences to win the *right* traffic

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

THE PROBLEM

With so many audiences
to reach at once,
the message was *diluted*.

KEY ISSUES

Too many goals, no clear *priority*.

01 Fragmented audience targeting

Too many stakeholder groups were targeted at once, with no primary audience which scattered the message and lowered relevance.

02 Unclear priorities

Goals competed without a decision framework, so SEO and ads tried to serve everything at once and performance was hard to measure.

03 Traffic decline after a 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

A data-driven rebuild, focused on *intent*.

We combined in-depth analysis, precise audience targeting, competitive insight, and a carefully managed migration to rebuild performance and drive sustainable, compounding growth.

First, we found what was *working*.

01 Website performance analysis

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

02 Audience segmentation and targeting

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

03 Competitive analysis

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

Then we rebuilt it to *convert*.

04 Content strategy and site structure

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

05 UX and conversion optimization

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

06 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

Unprecedented results,
transforming both lead quality
and business *growth*.

What moved?

225%

Increased qualified search traffic

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

21%

Consistent growth in conversions

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

111%

Audience-specific traffic growth

Priority audiences grew 19% year over year, and newly identified audiences grew 111%.

2,000+

Ensured performance continuity

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

CLIENT TESTIMONIAL

“Obviously, they are SEO, PPC and GEO experts. But really, they are digital problem solvers. Whatever our problem - reaching an audience, optimizing content, a challenge with advertising - they are always problem solving for us.”

Schedule a strategy call.

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