



CASE STUDY

HOW WE INCREASED OUR CLIENT'S GOOGLE SEARCH
RANKING, TRAFFIC AND REVENUES

Contents

● OVERVIEW	_____	1
● THE PROBLEM	_____	2
● OUR SOLUTION	_____	3
● THE RESULTS	_____	5

Overview



NEOFERTILITY

Client Background

NeoFertility is a fertility clinic based in Park Lane Hospital in Johannesburg South Africa. The Clinic is led by Dr. Mmaselemo Tsuari, a Gynaecologist, Fertility Specialist and Endoscopic Surgeon with over 20 years experience who cares deeply about her patients and their path to parenthood through assisted reproductive technology.

NeoFertility believes parenthood is a human right and, to this end, endeavours to commit all their combined experience, knowledge and treatments to help couples on their journey to parenthood. Offering services related to gynaecology, endocrinology, fertility, endoscopic surgery, NeoFertility has established itself as a 'one stop shop' for all services both men and women would need in order to conceive.

The Problem

OUTDATED
WEBSITE

POOR
BRANDING

INSUFFICIENT
SEO
OPTIMISATION

POOR
BRANDING

Traditionally, NeoFertility relied heavily on word-of-mouth referrals to attract new patients. While this worked well in the past, the landscape had shifted during Dr. Tsauri's time away from South Africa. Prospective patients, both locally and internationally, were increasingly turning to online searches to find fertility clinics and learn about available treatments.

NeoFertility did have an existing website, but it wasn't performing well. The website was outdated, difficult to navigate, and lacked clear messaging about the clinic's services.

On top of that, the site had several technical issues, including poor SEO optimisation, security vulnerabilities, slow loading speeds, and a lack of clear calls to action guiding visitors to book consultations.

Recognising that the clinic's online presence was holding it back, Dr. Tsauri approached us for a comprehensive review and digital strategy to turn her website into an effective marketing tool.

Our Solution

COMPREHENSIVE
WEBSITE AUDIT

SEO
ENHANCEMENTS

REFRESHED
COPYWRITING

UX
IMPROVEMENTS

SECURITY FIXES

We started by conducting a full website audit to assess every aspect of NeoFertility's existing site – from the content and design to SEO, site speed, and security. Our review uncovered several critical problems:

- The site lacked targeted keywords relevant to fertility care in South Africa.
- Key pages, including the homepage and service pages, were missing clear calls to action, making it difficult for visitors to know how to proceed.
- Important technical elements like alt text, meta tags, and structured data were either missing or poorly implemented, hurting the site's visibility on Google.
- There were security vulnerabilities, some of which made the site vulnerable to potential malware or unauthorised access.
- The site's load times were slow, which was likely contributing to high bounce rates.

Armed with these insights, we developed a phased approach to improve the website without a full redesign, focusing instead on targeted, strategic and high-impact changes:

- **SEO Enhancements:** We conducted in-depth keyword research based on the types of clients NeoFertility wanted to attract. We optimised page titles, meta descriptions, headers (H1, H2), and on-page content to include these targeted terms.
- **Content Refresh:** We rewrote key pages to better communicate NeoFertility's expertise, empathy, and services, ensuring the content spoke directly to the client personas we developed with Dr. Tsauri during our strategy sessions.
- **Visual & Structural Improvements:** We updated images to reflect a more modern, welcoming look. We also introduced clearer calls to action across the site, guiding visitors to book consultations, request information, or contact the clinic directly.
- **User Experience (UX) Adjustments:** We streamlined the navigation to make it easier for visitors to find information about treatments, costs, and the booking process. We also simplified the contact page to reduce friction and encourage more inquiries.
- **Security Fixes:** We cleaned up the site's backend, removing outdated plugins and patching vulnerabilities to improve overall site security.
- **Google My Business Optimization:** To strengthen local SEO, we audited and optimised NeoFertility's Google My Business listing, ensuring accurate business information, photos, and service listings, while also encouraging patient reviews.

Our Solution

MARKETING
STRATEGY
DEVELOPMENT

BRAND
IDENTITY +
CLIENT
PERSONAS

LOCAL +
INTERNATIONAL
POSITIONING

CONTENT
IDEAS

In addition to the website improvements, we worked with Dr. Tsauri to build a targeted marketing strategy focused on attracting the right clients. This started with a strategy session, where we helped identify her ideal client personas. These personas shaped both the website content and our broader marketing recommendations.

The marketing strategy also included:

- Recommendations for local SEO efforts to capture patients searching within Johannesburg and surrounding areas.
- International positioning, highlighting NeoFertility's specialised treatments for patients traveling to South Africa for advanced fertility care.
- Ongoing content ideas to support future blog posts, patient resources, and educational content, all aimed at building trust and improving search rankings.
- Unique marketing strategies that follow out of the box solutions to her marketing problems.

The Results

#1 GOOGLE
SEARCH
RANKING

SIGNIFICANT
INCREASE IN
CONSULTATIONS

IMPROVED
SECURITY

INCREASED
TRAFFIC

+356% CLICKS



DR. MMASELEMO TSAURI

The combined improvements in website performance, messaging, and SEO led to several measurable outcomes for Neo Fertility:

- **Increased Client Bookings:** By making it easier for visitors to find information and book consultations, the clinic saw a clear rise in both local and international inquiries.
- **Improved Search Visibility:** The targeted SEO efforts resulted in NeoFertility ranking higher for key search terms related to fertility treatments in Johannesburg and South Africa. They are now the number 1 result for their targeted Keyword.
- **Enhanced Security & Performance:** By addressing security flaws and improving site speed, the website became more reliable and user-friendly.
- **Stronger Local Presence:** Thanks to the Google My Business updates and local SEO strategy, Neo Fertility saw an increase in local search traffic and direct bookings from Google.
- Total Clicks increased by 356%
- Click Through Rate improved by 200%
- Impressions increased by 105%
- Google Ranking improved by 15 places.

Better User Experience: The improved navigation, clearer messaging, and modern visuals helped create a more professional and reassuring online experience for prospective patients.

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Thank you JCKFRUT for the
amazing work!

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