

## Getting Beard Mill Clinic the great ranking it deserved

### Summary

Beard Mill Clinic, had a invested in an attractive new website but after three months of being live it was still not listed on the major search engines. Inspiration Inc's internet consultants investigated and **implemented a successful search engine optimisation campaign** which has delivered many more visitors to the website and resulted in a **significant increase in bookings**.

### The challenge

Beard Mill Clinic is a specialist pregnancy ultrasound screening clinic, based in Oxfordshire which opened in September 2007. They had invested in having a website designer build them a website to compliment their professional approach to quality antenatal services and ultrasound screening. However, the website wasn't generating any leads as it couldn't be found on most of the major search engines. Inspiration Inc stepped in to see what was going on, as they were convinced the website could be a major marketing resource for the clinic.

### What happened?

Inspiration Inc investigated what structure underpinned the website and how it was impacting on how search engines were listing the website. They discovered that some data the website had in its code was misdirecting the search engines. Inspiration Inc immediately corrected this. They then went on to do a comprehensive keyword / phrase analysis which highlighted the words and phrases potential clients were typing into the search engines when looking for the types of the services Beard Mill Clinic offered. Armed with this vital information Inspiration Inc worked to ensure that all the data the website carried both in its copy and in its code, tied up with the searches that potential clients were doing.

### The outcome

Beard Mill Clinic is **now listed on the first page for many internet searches** potential clients carry out when seeking ultrasound screening in their local area. **Visitors to the website have increased by 600%** since Inspiration Inc started work and now approximately **one third of the clinic's business is generated through the website**. Inspiration Inc continue to work with Beard Mill Clinic on all their marketing, currently manage their Pay Per Click advertising as well as their ongoing Search Engine Optimisation (SEO).

[www.beardmillclinic.com](http://www.beardmillclinic.com)

Dr Victoria Heath, owner of the Beard Mill Clinic commented:

"Inspiration Inc has made a huge difference to the business, improving the website layout and content and by driving more potential clients to the site. Inspiration Inc achieved this by taking the time to really understand what the business is doing and listening to how I want the company to develop and combining this with their expert knowledge of search engine optimisation. And they are a pleasure to work with!"