

Mount Laurel Animal Hospital Boosts Conversions and Cuts Costs with 1SEO's Digital Marketing Strategy

1SEO's targeted marketing strategies help Mount Laurel Animal Hospital increase phone call conversions while reducing overall ad spend.

BRISTOL, PA, UNITED STATES, September 6, 2024 /EINPresswire.com/ -- Mount Laurel Animal Hospital has significantly improved its digital presence and conversion rates through a strategic partnership with 1SEO Digital Agency. Since 2015, the hospital has relied on 1SEO to enhance its digital marketing strategies, resulting in substantial growth in patient engagement and a more efficient ad spend.

Mount Laurel Animal Hospital initially faced challenges in improving its [pay-per-click campaign](#) performance and organic search traffic. The hospital needed to boost phone call conversions across multiple service segments—including General Veterinary Services, Avian & Exotics, and Neurology—while maintaining or reducing their ad spend.

To address these challenges, 1SEO Digital Agency launched a comprehensive digital marketing strategy. The approach included a local Competitor Campaign optimized for maximum conversions, along with targeted adjustments to keywords and ongoing [SEO content maintenance](#) to boost organic traffic. The strategy focused on continuously monitoring and refining campaigns to maximize performance and ensure cost efficiency.





We have optimized their campaigns and maintained a focus on conversions, which has increased engagement and reduced costs, allowing them to connect with more clients while spending less."

CJ Bachmann

The tailored marketing strategy delivered impressive results:

The Competitor Campaign saw a 12% increase in phone call conversions while reducing total ad spend by 16.5%. The Services Campaign experienced a 25% rise in phone call conversions to 240, with a 19% decrease in cost per conversion to \$4.35.

The Avian & Exotic Campaign achieved a 26% increase in phone call conversions to 39, with a 17% decrease in cost per conversion to \$7.60.

The Neurology Campaign reported a 19% rise in phone call conversions to 37, with a 12% decrease in cost per conversion to \$8.01.

Overall, total ad spend for these campaigns was reduced to \$2,442.62, demonstrating efficient allocation of resources.

On the organic front, traffic to Mount Laurel Animal Hospital's website increased by 19% from April to May 2024, and by 32% year-over-year compared to May 2023, reflecting the effectiveness of the SEO strategy.

"Our work with Mount Laurel Animal Hospital exemplifies the power of targeted digital marketing," said CJ Bachmann, CEO of 1SEO Digital Agency. "We have optimized their campaigns and maintained a focus on conversions, which has increased engagement and reduced costs, allowing them to connect with more clients while spending less."

About 1SEO Digital Agency:

1SEO Digital Agency is an award-winning [digital marketing agency](#) specializing in SEO, PPC, social media, and web design services. With a mission to deliver measurable results, 1SEO empowers businesses across various industries to achieve their digital marketing goals and grow their client base.

For more information, visit [1SEO.com](https://1seo.com)

Stephen Carrozzino
1SEO Digital Agency
+1 2159461046

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/741376412>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.