

## Case Study

# eDocAmerica



## A Case Study In Generating a 550% Growth in Organic Traffic By Switching to Wordpress

Yes, that percentage is correct. eDocAmerica ([www.edocamerica.com](http://www.edocamerica.com)) is a long time customer of Click Laboratory. They are a SaaS provider for telemedicine and were one of the first into the space.

### The Problem

eDocAmerica has been around for awhile and wanted to start really growing awareness for the business amongst consumers and businesses alike. They started in 2000 and have continued to grow. Their website was redone in 2011 and had remained the same till May 2016. They had regularly published health related blogs to Blogger. But they weren't getting the leads and traffic they desired. Even though the company had many great customers, they were not widely known with their target market. Competitors with deeper pockets were tapping into their market.

### Fixing The Issues

It didn't take much research to know what was needed. A new website for eDocAmerica was obviously needed. Also, as it turned out, their content was good, it just wasn't easy to find and it wasn't helping their SEO. The website was all custom code and was tied loosely into their product. So Click separated the public facing website to a WordPress to make content more manageable and the code more SEO friendly. The content was migrated from Blogger to the website itself. This had the greatest impact on the overall growth of organic traffic. Public facing content should always be on the same site if possible for ranking purposes and drawing visitors.

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So Click built the new website to be easy to use, easy to navigate and didn't confuse their existing customer base. Additionally the big change that had the most impact was simply making all of the blog content they had been creating easier to find. This one change has led to a year over year growth of 300% in organic traffic from their previous website averaging over 6,000 visitors a month.

As new content has been added, it is clear that Unicorn Content has been identified and used to continue to build the awareness of the brand.



eDocAmerica publishes regularly and sends it out to their customers. The content focuses on common health topics that people are searching for answers on. The Wordpress blog has been the primary driver for these gains in organic traffic. They are very relevant to their audience, easy to read and very useful. Because of this they have gained good links to the content which has further pushed their content rankings higher.

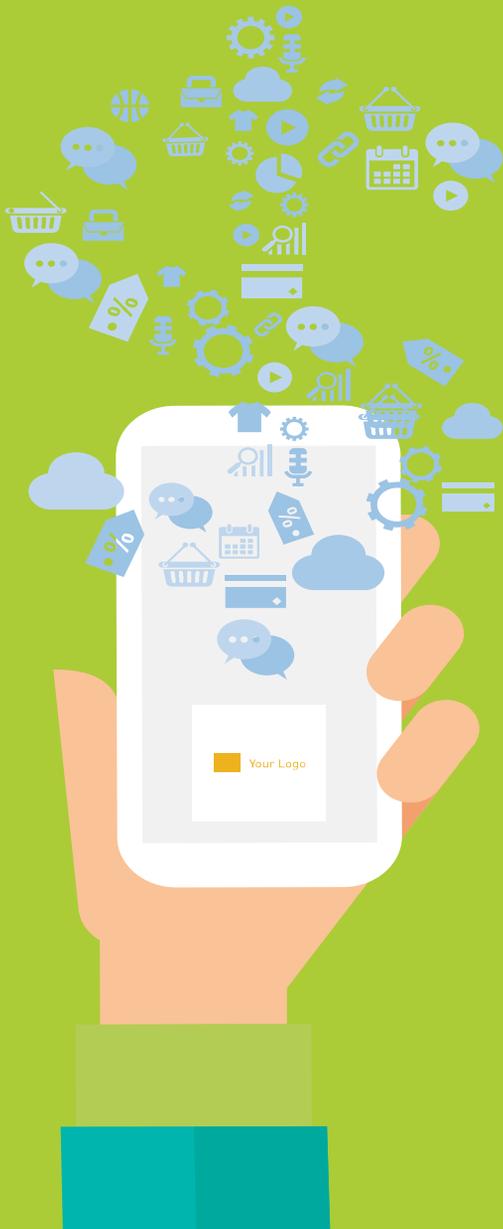


### Main Point:

*Get to know your customers online any way you can. Content that engages them will reward you with traffic.*

# Take Your First Steps

Find out how you can start taking your first steps to using our Visitor Optimization Process to **grow your lead generation and conversion rates**. [Get an audit](#) of your website to determine if there are SEO or User Experience improvements you can make now to drive sales.



## Find Us Online

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