

SUCCESS STORY:

HOSPITAL-HR

A local hospital partnered with HYFN Local for a comprehensive search engine marketing campaign.

THE ASK

A hospital sought to increase website traffic in hopes of increasing nursing applicants in the CSRA location. To help achieve this, the company partnered with HYFN Local to launch a full-scale search engine marketing campaign across Google, Yahoo, and MSN/Bing.

Our search team worked closely with the client to determine the most relevant keywords for this industry. We customized a search campaign that maximized impressions and clicks through its highly targeted keyword list across the tier-one search engines. As the campaign ran, we performed ongoing

optimization through changing ad text, adding and removing keywords as needed, and changing our CPC bids, to ensure qualified traffic and reduce the CPC rate.

Through our continual optimization, our SEM tactics resulted in 345,467 impressions and 8,794 clicks over the three year campaign. Our average search position for the flight was 1.96, meaning that our ads consistently showed up in the top four or five ad spaces on the tier-one search engines. Client has continued to work with us and has seen an increase in applicants.

THE GOAL

Increase traffic to website and applicants in Augusta, GA office.

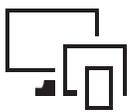
KEYWORDS

We partnered with the client to develop a keyword list comprised of brand-relevant search terms.

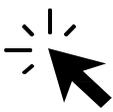
OPTIMIZATION

We continuously optimized the campaign to ensure it achieved the client's goals.

RESULTS



345,467
IMPRESSIONS



8,794
CLICKS



1.96
AVERAGE SEARCH
POSITION