

River Horse Internet Marketing – CASE STUDY

Woodrum ASD Reaches Customers Online

Woodrum **AMBULATORY** **SYSTEMS** *Development*

Chicago – Dallas – Los Angeles

COMPANY OVERVIEW:

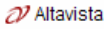

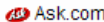




Woodrum Ambulatory Systems Development is an experienced leader in operating, developing and managing **ambulatory care centers**. They have developed, owned and operated **over 155** ambulatory care businesses throughout the United States with a special focus on ambulatory surgery centers, pain management centers, occupational medicine, urgent care centers, and women's and men's health centers.

THE CHALLENGE:

Woodrum Ambulatory Systems Development wanted to reach **its main target audience in the search engines** by expanding its brand online through optimization of selected landing pages of its site. Due to an increase in **competition online**, this was a priority for Woodrum ASD. Woodrum ASD contacted River Horse Internet Marketing, Inc. to create an Internet marketing campaign to optimize its site and reach new clients.

RESULTS:

Woodrum Ambulatory Systems Development experienced an **increase** in phone calls from their web site three months into the campaign. River Horse Internet Marketing achieved top rankings for Woodrum ASD's main keyword phrases in Google, Yahoo, MSN, AOL and Ask. See example report below for "ambulatory surgery center development" and additional reports on following page of this Case Study.

Search engine / Keyword	Competition	Web page	Position	Results Page
 Altavista				
 ambulatory surgery center development	540,000	/	1	1
 AOL				
 ambulatory surgery center development	-	/	1	1
 Ask.com				
 ambulatory surgery center development	176,400	/	2	1
 Google				
 ambulatory surgery center development	1,160,000	/	1	1
 MSN				
 ambulatory surgery center development	63,607	/	1	1
 Yahoo!				
 ambulatory surgery center development	540,000	asdconsulting.com	1	1

River Horse Internet Marketing | www.riverhorseinternetmarketing.com | 912-844-6991

