

Case Study



How a Healthcare Agency proactively ensures excellent reviews and rankings

About Vortala

Vortala provide digital marketing services to a variety of medical professionals across the [dental](#) and [chiropractic](#) sectors, as well as a wider range of healthcare businesses through their more boutique and customizable offering, [Vortala Digital](#).

With 10 years' worth of new patient behaviour under their belts, Vortala truly understand the healthcare industry, and crucially, what brings new patients in. This is their key success metric and it drives everything they do.

Since 2005, Vortala have been servicing clients in the USA, the UK, Australia, and Canada with work covering everything from website and logo design to SEO and review monitoring.



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Alicia Hardy
Directory of Digital Marketing
Vortala Digital



The Challenge

Vortala were using a ranking reports tool without a local focus, but even before Google took the data away from this service, they were very aware that the lack of local focus was an issue.

In addition to this, their service didn't include review monitoring or reputation management, and as patient reviews are so important to the healthcare industry, they knew they were missing a trick to improve their service offering.

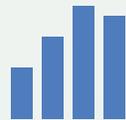


The Solution

Vortala includes BrightLocal's products as part of their premium package, currently covering over 500 clients. The local focus and affordable price means that they can deliver excellent local SEO results without having to spend time wading through unnecessary and irrelevant data.

They say that BrightLocal's 'roll-up' ranking reports have allowed them to go from reactive to proactive and give attention to the clients who need it before their local SEO becomes a bigger issue.

The BrightLocal Tools Used



Local Search Rank Checker

Monitor your organic, mobile, and local search rankings, and react quickly to any changes.



Reputation Manager

Monitor reviews on 20+ sites and receive alerts for a spotless online reputation.

The Results



39 hours saved per month on client rankings analysis.



500 clients serviced using BrightLocal tools.



Improved reviews and responses due to implementation of review monitoring tool.

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BrightLocal's rankings reports and roll-up reports have been huge time-savers for our team and have allowed us to better serve our clients. We can see at a glance which of our clients are ranking well and which ones need more attention.



Alicia Hardy

Director of Digital Marketing
Vortala