



Varicose Veins Doctors New York

## CASE STUDY

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**Search Berg's helped Varicose Veins Doctors New York reel in an active audience through a result-oriented **SEO campaign**. The client saw a massive improvement in the overall **organic traffic** being generated to their website with a spike of **185 percent!****

# A Little About Varicose Veins Doctors New York

Varicose Veins Doctors New York is a leading vein treatment center in Manhattan, NYC specializing in treatments for vein diseases like varicose veins, spider veins, venous insufficiency, and restless leg syndrome. They house a professional team of qualified and trained vein specialists that conduct medical procedures after an effective and accurate diagnosis of vein conditions.

Known for its state-of-the-art facility, the doctors at Varicose Veins Doctors New York specialize in offering non-invasive treatment procedures that include:

- ✓ Sclerotherapy
- ✓ Radiofrequency Ablation
- ✓ Laser Ablation
- ✓ VenaSeal
- ✓ ClariVein
- ✓ Varithena

# Identifying The Performance Gaps

Despite offering treatment for one of the most prevalent diseases in the United States, Varicose Veins Doctors New York was **struggling to find patients**. They feared that their non-invasive treatments and state-of-the-art equipment would be of no use if the patients didn't know when and how to seek treatment for their vein diseases.

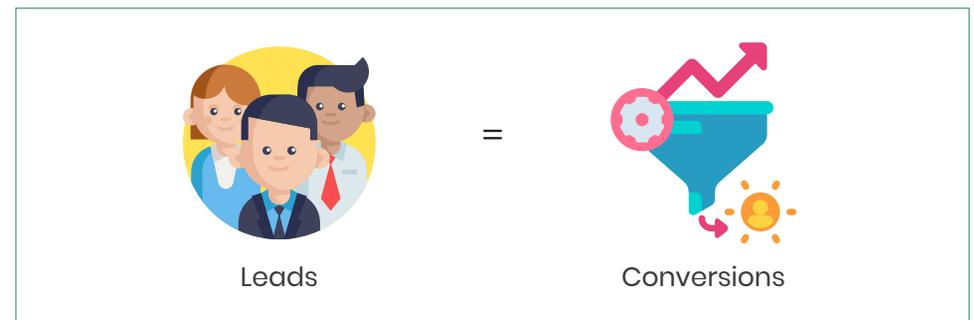
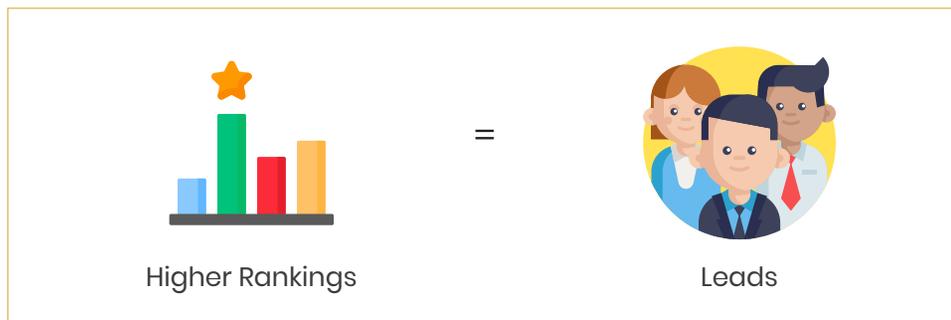
Varicose Veins Doctors New York soon realized that **creating a compelling online presence** could be the key to increasing footfall at their clinic.

# The Game Plan

Varicose Veins Doctors New York wanted to cultivate online presence **by spreading awareness** regarding risk factors of vein diseases and possible treatment plans.

Hence, to **market their services** to their target audience and create widespread awareness, Varicose Veins Doctors New York needed a combination of SEO, content marketing, social media marketing, and website optimization strategies that would improve their ranking on Google.

This would generate more leads, which would ultimately mean more conversions.



# Setting The Stage For Success With Search Berg

Search Berg conducted thorough market research, analyzed competitor marketing strategies, and identified the client's business goals to devise a comprehensive and effective SEO strategy. We understood that the primary goal of our online marketing strategy was to ensure effective communication between Varicose Veins Doctors New York and their target audience, dominated by young adults and elderly individuals. To drive results and improve engagement, which would ultimately lead to more awareness, we devised an SEO strategy that included:

- ✔ Website creation and development using engaging visuals and easy-to-read content
- ✔ A content marketing strategy for keyword-optimized and informative blogs and articles
- ✔ A social media marketing strategy to reach out to avid social media users who could benefit from vein disease treatment.

Did our SEO efforts deliver desired results for the client's website?

They sure did—check out a few highlights below!

# Here's All That We Accomplished

Our SEO strategy did wonders for the ranking of the client's website and generated results almost immediately.

Our reports showed that Varicose Veins Doctors New York was **ranking on the first few pages of Google within a month of launching the campaign!** This was a tremendous leap for the Varicose Veins Doctors New York's website—owing to our result-driven SEO efforts.

# Comparative Analysis Of The Keyword Rankings

The table shows some of these keywords, their ranking before Varicose Veins Doctors New York came to us, and their ranking after we employed our SEO strategies.

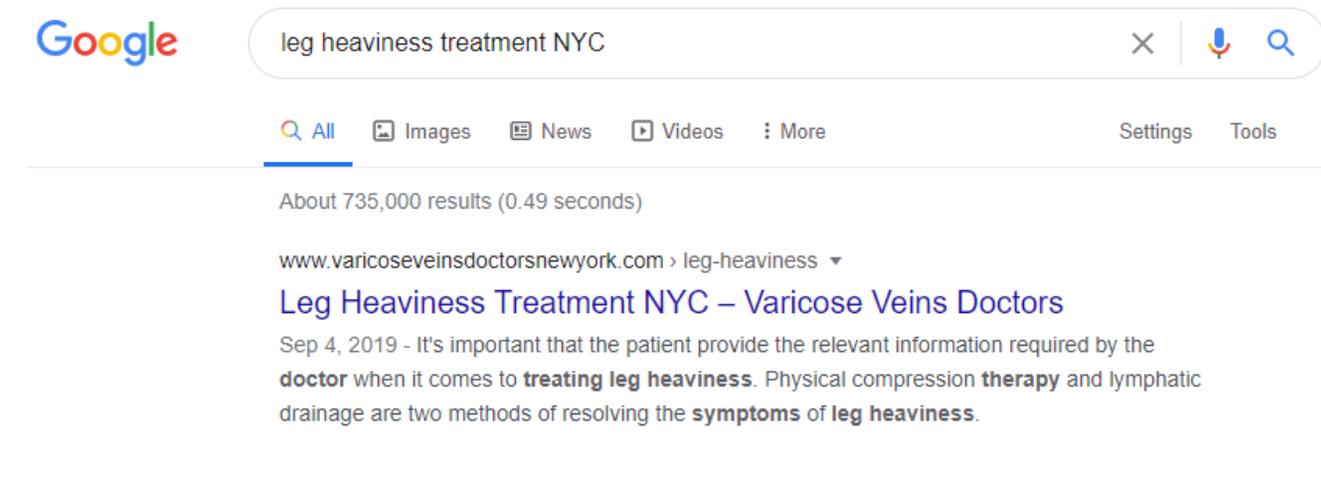
S. No.	Keywords	Before SEO	After SEO
01	leg heaviness treatment NYC	N/A	1
02	Peripheral Vascular Vein treatment NYC	N/A	1
03	New York Varicose Veins Doctors	N/A	5
04	varicose vein practitioners in NYC	N/A	6
05	Varicose Veins physician NYC	N/A	6

Table 1: Keywords and rankings for Varicose Veins Doctors New York

- ✔ Varicose Veins Doctors New York's website ranks as number one for **two industry-relevant keywords**.
- ✔ And on the **fifth and sixth positions** for other keywords.

# Top Ranking Keywords On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results...



Google search results for "leg heaviness treatment NYC". The search bar shows the query and navigation icons. Below the search bar, there are tabs for "All", "Images", "News", "Videos", and "More". The search results show "About 735,000 results (0.49 seconds)". The top result is from "www.varicoseveinsdoctorsnewyork.com" with the title "Leg Heaviness Treatment NYC – Varicose Veins Doctors". The snippet reads: "Sep 4, 2019 - It's important that the patient provide the relevant information required by the **doctor** when it comes to **treating leg heaviness**. Physical compression **therapy** and lymphatic drainage are two methods of resolving the **symptoms** of **leg heaviness**."



Google search results for "Peripheral Vascular Vein treatment NYC". The search bar shows the query and navigation icons. Below the search bar, there are tabs for "All", "Videos", "Images", "News", and "More". The search results show "About 29,600 results (0.52 seconds)". The top result is from "www.varicoseveinsdoctorsnewyork.com" with the title "The Causes of Deep Vein Thrombosis - Varicose Veins Doctors". The snippet reads: "Oct 29, 2019 - ... Varicose Veins Doctors. Legs & severe cases lead to deep vein thrombosis. ... bed rest or paralysis. **Peripheral Vascular Vein treatment NYC** ..."

# Optimizing The Website For More Leads

The core of our SEO campaign was the launch of a compelling and high-functioning website. We created landing pages that highlighted the treatments for various vein diseases with industry-specific and keyword-optimized content. Each landing page was **optimized to drive traffic** to the website by drawing the attention of the target audience—and so it did!

Contact Us (Goal 3 Conversion Rate) ?	Contact Us (Goal 3 Completions) ? ↓
7.50% Avg for View: 6.24% (20.27%)	9 % of Total: 32.14% (28)

Figure 1: Average for the number of views on the contact page

As seen in Figure 1, the conversion rate for the 'Contact Us' page went up to **7.5 percent** in just a few weeks of launching the website!





A Primary Care Physician Or A Vein Treatment Specialist—Who Should You Consult?

We rely on our primary care doctors for our immediate [...]

By Dr. Nirman Tulsyan | May 4th, 2020 | [Varicose Veins, Varicose Veins Doctors](#) | [0 Comments](#)  
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The Dangers of Using Makeup to Hide Varicose Veins

Varicose veins are an unpleasant reality for 20% of the [...]



# Focusing On A Winning Content Marketing Strategy!

Our content marketing strategy went above and beyond to establish Varicose Veins Doctors New York as a leading contender in the vein health industry.

We created useful, relevant, visually pleasing, and engaging content in the form of blogs, articles, and infographics that drove a **massive amount of traffic to the client's website!**

# Overall Improvement In Organic Traffic

- ✓ In just a matter of three months, Varicose Veins Doctors' organic traffic had improved by **185 percent!**
- ✓ This was a drastic jump from the previous months, where only **28 people** had visited the website.
- ✓ Now, reports show that more than **80 people** visited the website, owing to our content marketing strategy.

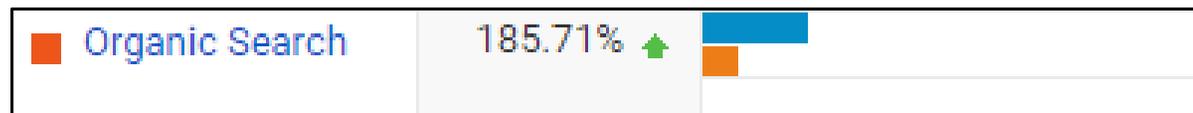


Figure 3: Organic traffic generated on the website

# Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for Varicose Veins Doctors New York:

## INFOGRAPHICS

Stunning and informative infographics!

**Restless Legs Syndrome Symptoms And Causes**

Around 5-10% of adults in the U.S. experience RLS.

Restless legs syndrome (RLS) refers to the uncomfortable sensation that "kicks" you to move your leg.

This unpleasant feeling usually occurs when you're sitting or lying down.

**Symptoms**

- Behaviors such as tapping, crawling, thrashing, jerking, walking and creasing.
- They occur within the limb.
- Are worse at night or when at rest.
- Interfere with your sleep and affect your quality of life.

**Causes**

The most common cause of RLS is unknown. However, studies suggest the following reasons:

- Deficiency of iron in certain parts of your brain may lead to RLS.
- Iron takes part in the production of dopamine, which suggests signals that help the brain control physical movement.
- Over 40% of people with RLS have a family history of this condition.
- A person with RLS starts experiencing the symptoms before age 40 when this condition runs in their family.

Is RLS making your life difficult? Let's treat you.

varicoseveinsdoctornewyork.com  
Varicose Veins Doctors New York

**VARICOSE VEINS**

A GUIDE TO PREVENT THEM

70% of people's venous disease is preventable.

Prevention is your best defense against varicose veins.

Varicose veins symptoms can cause severe discomfort.

**PREVENTION**

The development of varicose veins may be unavoidable, but there are certain ways to reduce the risk.

Weight gain during pregnancy is normal, but you should avoid gaining too much weight in a short period.

Stay away from high heels throughout your pregnancy so that blood flow to your veins isn't obstructed.

Wear a pair of support compression socks during pregnancy to help with your leg pain and prevent swelling.

Suffering from leg pain?

**VISIT US AT** [www.varicoseveinsdoctornewyork.com](http://www.varicoseveinsdoctornewyork.com)

varicoseveinsdoctornewyork.com  
Varicose Veins Doctors New York

**Varicose Veins**

Varicose veins are the bulging, blue veins that can be seen and felt.

They tend to become more itchy, painful, swelling and pain, making it difficult for you to carry out the normal activities.

They're found in the legs.

Overweight people are more likely to get varicose veins.

Birth control medications and hormone replacement therapy increase the chances of developing varicose veins.

2-3% of people with varicose veins will develop blood clots.

Over 40 million people in the U.S. have them.

Your chances of getting varicose veins can be close to 90% if both parents have this condition.

Around 25% of women and 15% of men are affected by varicose veins and venous insufficiency.

Varicose Veins Doctors New York  
One of the top vein treatment centers in Manhattan, NYC.

## BLOGS

Detailed, engaging and keyword-rich blogs!

### What is radiofrequency ablation?

Ablation refers to any treatment or procedure that destroys a portion of the tissue if it obstructs the natural processes and functions of your body. As such, radiofrequency ablation eliminates the clot of blood or damaged veins that are impeding your blood flow and forming varicose veins.

Radiofrequency ablation is a **minimally invasive procedure** that uses the heat generated from radio waves to treat the symptoms of varicose veins. If the connecting veins that are supposed to transport the blood from superficial veins to deeper veins in our system are damaged, radiofrequency ablation can be used to treat them.

With the help of ultrasonic guidance, a vein doctor is able to treat the affected area

Let's take a brief look at what happens to the veins during pregnancy and what pregnant women should do after postpartum recovery.

### Vein health during pregnancy

The customary weight gain and the loss of mobility is a common occurrence for pregnant women. But what most people don't know is that these symptoms also increase the risk of vein diseases in pregnant women.

The weight of the growing fetus, combined with the effects of the hormone called **progesterone**, which relaxes blood vessels in the feet and legs, can increase the possibility of varicose and spider veins in pregnant women. In addition to that, these factors can also make women susceptible to venous insufficiency.

### Varying symptoms

Since some people may experience additional symptoms, it could be indicative of other vein diseases in addition to varicose veins—most often its spider veins.



## ARTICLES

Interesting and educational articles posted on popular third party websites!

realize how significantly restless legs syndrome can affect their

A HEALTH AND FITNESS BLOG

### Understanding Restless Legs Syndrome

RLS is your body's way of indicating that it's facing a problem. In fact, many conditions, disorders, medications, and lifestyle choices lead to RLS as an accompanying symptom. Some of these include:

- Renal disease
- Nerve damage
- Anti-depressant, anti-psychotic, anti-nausea or anti-histamine drugs
- Alcohol, nicotine or caffeine use
- Iron deficiency

But RLS can also be genetic. So unless you're experiencing any other symptoms related to the above health conditions that confirm it, it's best to visit your general physician so you can be sure of the cause of your health problems.



### Cycling or air cycling

The **legs are most often affected** by varicose veins, owing to the excessive strain and pressure of carrying your body's weight around. The low-impact activity of cycling effectively improves blood circulation while exercising your joints and calves.

This exercise can be done on a traditional bicycle or a stationary one to promote healthy blood flow. An at-home alternative is air cycling or bicycle kicks. This involves:

**1st Step:** Lie on your back and keep stretch your legs straight forward.

**2nd Step:** Raise your legs to draw your knees in toward your chest.

**3rd Step:** Do a pedaling motion with your legs in the air.

**4th Step:** Repeat the cycling motion 20-25 times and rest your legs.



# Hire Search Berg To Dominate SERPs!

Suffice it to say, our partnership with Varicose Veins Doctors New York launched them as a credible industry leader that continues to outweigh the competition with a stellar online presence!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)