

Case Study

**Resurgens
Orthopedics Grows
Web Traffic by 46% &
Appt Requests by 83%**

Resurgens Orthopaedics Case Study

The Challenge

Resurgens Orthopaedics had 3 goals:

- Expand reach and educate patients on orthopedic care
- Drive direct-to-consumer demand while protecting doctor referrals
- Cement Resurgens as Georgia's #1 orthopedic provider

The Solution

- Branding Campaigns: Billboard, Video, and Social Campaigns
- Website SEO Education Strategy



"BBC surpassed some of the best agencies in the world I had worked with. Appointments and website visitors have increased."

- Miranda Madar, CMO

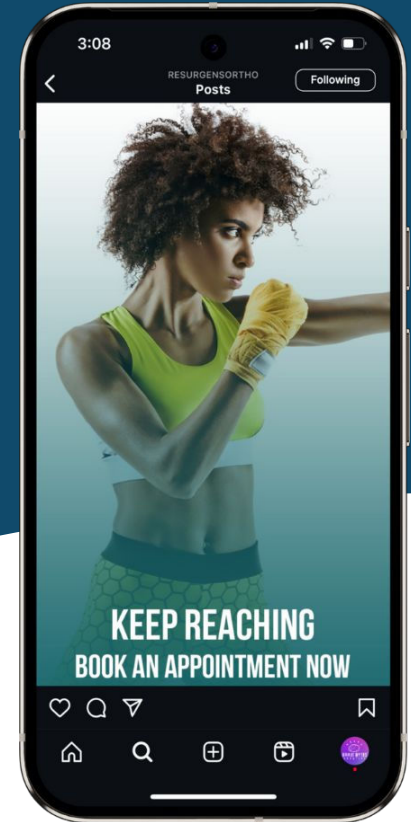
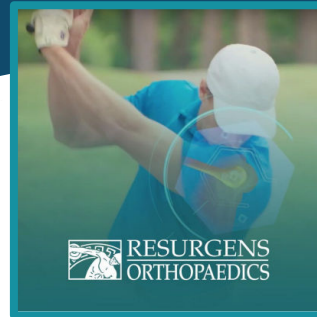


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SEO Dominance Across GA

Resurgens didn't just want brand awareness - they wanted to dominate Google.

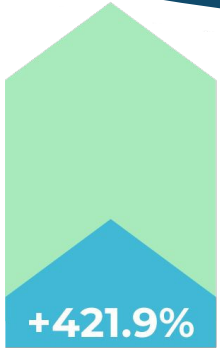
- EEAT Content Strategy Across All Core Pages
- E-learning Resource Center
- Search Everywhere Marketing



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The Result?

Website traffic skyrocketed by **46%**;
Appointment requests increased by **83%**; Speciality areas experienced massive individual traffic gains



Knee Searches



Hand & Wrist



Hip



Foot & Ankle



Shoulder



Spine

