

 DR. BLAKE BUSH
FAMILY EYE CARE

Blake Bush Family Eye Care

Year over year, WSI helped Blake Bush Family Eye Care increase its patient bookings by 400%!

BACKGROUND

Blake Bush, an optometrist in a small Oklahoma town, is dedicated to delivering advanced eye care and distinctive eyewear to individuals in his community and the surrounding rural areas. In 2012, Dr. Bush established Blake Bush Family Eye Care to provide modern eye care services to Ardmore and its neighboring regions, eliminating the need for long-distance travel for his patients.

Recognizing the significance of local quality healthcare, Dr. Bush and his team are fully committed to assisting customers in meeting their vision and eye health objectives. To accomplish this, Dr. Bush has made substantial investments in state-of-the-art medical equipment, enabling him to conduct the most comprehensive and up-to-date eye examinations for his patients.

Visit: www.blakebushfamilyeyecare.com

CHALLENGES

When Blake Bush Family Eye Care first contacted the WSI team, there were many business challenges to address:



Reach ideal patients

Blake Bush Family Eye Care wanted to attract patients from a broader geography who also appreciate a higher level of eye care and quality eyewear.



An outdated website with low visibility

The website was obsolete, unappealing, and missing strong SEO and keywords. A new and optimized website was needed to attract health-focused patients and those with unmet complex vision needs.



Lack of performance measurement

Dr. Bush needed reporting that measured the website's success. Having the right tools to measure success metrics allowed the business to improve its performance and make adjustments when necessary.



"I'm really impressed with the results you have delivered. The way you work your magic has made a big difference in our practice."

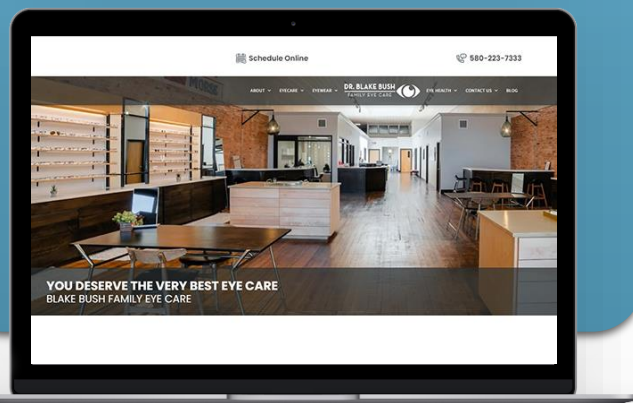
Dr. Blake Bush
Owner & Optometrist at
Blake Bush Family Eye Care

SOLUTION

After meeting Dr. Bush and understanding the struggles of Blake Bush Family Eye Care, WSI conducted a persona development session to identify their primary target audience. Updating their website and making it an extension of the in-office patient experience, which engaged their ideal patient persona, was also essential to achieving success.

WSI's digital marketing solution included the following:

1. New responsive website that's easy to use and optimized for search. WSI took photos of Dr. Bush's office and staff to give visitors an accurate sense of what to expect when they visit in person.
2. Ongoing local and organic SEO services with content marketing and focusing on main keywords.
3. Website linked to Analytics to measure the progress and success of marketing efforts.

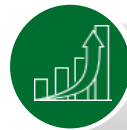


RESULTS

With the help of WSI, Blake Bush Family Eye Care started seeing an increase in website traffic and appointment bookings. Here are some of the remarkable achievements WSI delivered:



Year over year, patient bookings increased by 400%



16% of website visitors scheduled an appointment and 94% of those booked on their *first* website visit



Traffic increased by 61% year over year, and organic traffic by 33%



Website won a WMA WebAward for Outstanding Website.

FUTURE PLANS

By striving to achieve established goals, this partnership will profoundly influence the future undertaking of both businesses and their communities. WSI is committed to supporting its partners in their business growth and looks forward to helping Blake Bush Family Eye Care extend its outreach even more extensively.

**Is your organization in need of similar support and results?
Get in touch with WSI and start unlocking a world of possibility for your business.**

www.wsiworld.com/speak-with-a-wsi-expert