

CPO INCREASED ITS WEBSITE TRAFFIC IN 500% AND TRIPLED ITS APPOINTMENTS

HOW WE DID IT?

- › DIGITAL BRAND MAP
- › NEW WEBSITE ARCHITECTURE
- › SEO STRATEGY
- › CONVERSION OPTIMISATION
- › 1STAGE FUNNEL CAMPAIGNS



CPO is one of the leading ophthalmology clinics in Portugal. Their bet on digital started late and before hiring Gigantic their website was just a landing page, which generated very little traffic.

Gigantic was hired with the goal of increasing traffic and leads coming through digital channels. Our response was to study the market, the competitors and the audiences: which traffic strategies, which media for which pathologies.

Once the study was done, we decided to redesign the architecture of the site, optimizing it for SEO, ensuring that it would respond to existing organic searches. In parallel we would work on innovative treatments such as lasik surgeries through social media campaigns.

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We reached a recurring monthly influx of nearly 200 leads (80% paid) and our website traffic just surpassed 2000 organic monthly views (before was in the 100s).

Our appointment booking waiting lists went from 1-2 weeks to 2-3 months.

For perspective, that represents nearly 25% of our monthly appointment bookings.

JOÃO PINHEIRO
COO - Clínica Privada de Oftalmologia

KEY RESULTS

500%
INCREASE IN
WEBSITE VISITS

25%
OF ALL
APPOINTMENTS
COMING FROM
DIGITAL

90
KEYWORDS
ON GOOGLE TOP 10
SEARCH RESULTS

10X ROI
WITH SEO
INVESTMENT

