

Saint Barnabas Medical Center



SEO Capabilities Featuring RWJBarnabas Health Results

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- Our clients come to us because they are frustrated that their patients are not finding them online or their website is nowhere to be found in the search engines, and they are losing the battle online with their competitors.
- They stay clients because we help them by putting a digital stake in the ground, getting patients to find them locally and driving them through the client's doors.
- Search engine optimization is our specialty. Businesses from across the country have chosen Robb Digital Marketing as their premier outsourced solution for their SEO needs.
- Our clients achieve measurable results that significantly impact awareness, engagement, and growth.

About Robb Digital



- The healthcare experience of Robb Digital includes the following companies and brands:
 - RWJBarnabas Health
 - NJ Bariatric Center
 - Celgene/LifebankUSA
 - Novartis including
 - Novartis Oncology
 - Novartis Consumer Health
 - Novartis Clinical Trials
 - Novo Nordisk
 - Takeda
 - Genentech
 - Merck
 - Astellas
 - Optifast
 - Blessed Herbs
 - Iceland Health

Client Experience

- Working with Robb Digital Marketing is not like working with SEO agencies, and that is a good thing...
 - We are hands-on, diligent, and available when you need us
 - We deliver on our promise to provide simple, intelligent, effective solutions that separate you from the competition and keep your brand “top-of-mind” with patients
 - We work routinely with multiple channels: search, and social for maximum impact
 - We define and target your market, your target audience, for exceptional results
 - We value your experience and expertise and greatly encourage client dialogue
- Energetic, productive and effective – “keywords” at Robb Digital Marketing

The Difference



- Increase organic search visibility of Barnabas Heart/Cardiac and the RWJ Steeplechase Cancer sections using targeted keywords, on page optimization and inbound link building

The Challenge

- Performed competitive analysis and SEO audit
- Create search engine friendly URLs
- Create new pages for longer tail specific cancer types
- Create new Pages for specific cancer types treatments
- Identify search keywords to focus on
- Optimized the header tags (H1s) on all of the targeted pages
- Optimize the content on each page for the targeted keywords
- Build inbound links to the new pages and the optimized pages
- We added 3 new pages to Barnabas and 14 new pages to Steeplechase
- We optimized 18 existing pages on Barnabas and 3 existing pages on Steeplechase

The Process

Organic Traffic
Sep 1 - Nov 15 YOY

	Sessions	New Users	% New Sessions
Barnabas Heart Health Section	+50.43%	+76.71%	+17.47%
Entire Barnabas Site	-3.24%	-6.11%	-2.96%

	Sessions	New Users	% New Sessions
RWJUH SCC Section	+1.19%	+7.51%	+6.25%
Entire RWJUH Site	+0.08%	+0.43%	+0.35%

The Results



KEYWORD RANKINGS

August 17 – November 23

Barnabas Heart Health













<p>Search Visibility ⁱ</p> <p>3.97%</p> <p>^ 1.40%</p>	<p>Rankings</p> <table><tr><td>#1-3</td><td>9 ^ 2</td><td>#4-10</td><td>6 ^ 2</td></tr><tr><td>#11-20</td><td>3 ^ 1</td><td>#21-50</td><td>1 v 3</td></tr></table> <p>54 tracked keywords are not in the top 50</p>	#1-3	9 ^ 2	#4-10	6 ^ 2	#11-20	3 ^ 1	#21-50	1 v 3	<p>11 3</p> <p>Moved up Moved down</p> <p>Organic rankings on Google en-US</p>
#1-3	9 ^ 2	#4-10	6 ^ 2							
#11-20	3 ^ 1	#21-50	1 v 3							

Keyword Rankings

KEYWORD RANKINGS

August 17 – November 23

Barnabas Heart Health

Keyword ↑ <input checked="" type="checkbox"/> Show Labels	Location ⁱ ↑	Volume ⁱ ↑	Rank ⁱ ↑   ↑	URL	Optimize ⁱ
NJ Cardiac Rehabilitation	National	no data	#1	http://www.barnabashealth.org/...	
valve center NJ	National	no data	#1 	http://www.barnabashealth.org/...	
Heart Failure NJ	National	no data	#1 	http://www.barnabashealth.org/...	
heart transplant hospital NJ	National	no data	#1	http://www.barnabashealth.org/...	
atrial fibrillation NJ center	National	no data	#1	http://www.barnabashealth.org/...	
Congenital Heart Disease treatment NJ	National	no data	#2 	http://www.barnabashealth.org/...	
Cardiothoracic Surgery Specialists NJ	National	no data	#2	http://www.barnabashealth.org/...	

Keyword Rankings



KEYWORD RANKINGS

August 17 – November 23

Barnabas Heart Health

cardiac rehabilitation NJ	National	no data	#2		http://www.barnabashealth.org/...		
NJ heart centers	National	no data	#3	^3	http://www.barnabashealth.org/...		
cardiac imaging in NJ	National	no data	#4	v1	http://www.barnabashealth.org/...		
valve disease treatments in NJ	National	no data	#4		http://www.barnabashealth.org/...		
NJ heart medical center	National	no data	#4	v1	http://www.barnabashealth.org/...		
atrial fibrillation center	National	no data	#7	^2	http://www.barnabashealth.org/...		
NJ hospital for valve surgery	National	no data	#8	^11	http://www.barnabashealth.org/...		
heart surgery hospital in NJ	National	no data	#10	^9	http://www.barnabashealth.org/...		

Keyword Rankings



KEYWORD RANKINGS

August 17 – November 23

RWJUH Steeplechase Cancer

<p>Search Visibility ⁱ</p> <p>2.60%</p> <p>^ 2.59%</p>	<p>Rankings</p> <table><tr><td>#1-3</td><td>5</td><td>#4-10</td><td>5</td></tr><tr><td>#11-20</td><td>4</td><td>#21-50</td><td>4</td></tr></table> <p>24 tracked keywords are not in the top 50</p>	#1-3	5	#4-10	5	#11-20	4	#21-50	4	<p>16 0</p> <p>Moved up Moved down</p> <p>Organic rankings on Google en-US</p>
#1-3	5	#4-10	5							
#11-20	4	#21-50	4							

Keyword Rankings



KEYWORD RANKINGS

August 17 – November 23

RWJUH Steeplechase Cancer

Keyword ↑ <input checked="" type="checkbox"/> Show Labels	Location ⁱ ↑	Volume ⁱ ↑	Rank ⁱ ↑ ↑	URL	Optimize ⁱ
Lymphoma cancer care center New Jersey	National	no data	#1 50+	http://www.rwjuh.edu/scc/lymp...	
Cancer surgical services in NJ	National	no data	#2 30	http://www.rwjuh.edu/scc/surgi...	
Chemotherapy treatment NJ	National	no data	#3 48+	http://www.rwjuh.edu/scc/che...	
kidney cancer treatment hospital in NJ	National	no data	#3 48+	http://www.rwjuh.edu/scc/kidn...	
immunotherapy center NJ	National	no data	#3 48+	http://www.rwjuh.edu/scc/imm...	
NJ hospital for immunotherapy	National	no data	#4 47+	http://www.rwjuh.edu/scc/imm...	
Stem Cell Transplant in NJ	National	no data	#6 45+	http://www.rwjuh.edu/scc/stem...	

Keyword Rankings



KEYWORD RANKINGS

August 17 – November 23

RWJUH Steeplechase Cancer

kidney cancer NJ	National	no data	#6	^45+	http://www.rwjuh.edu/scc/kidn...		
melanoma cancer hospital NJ	National	no data	#8	^43+	http://www.rwjuh.edu/scc/mela...		
pancreatic cancer NJ	National	no data	#10	^41+	http://www.rwjuh.edu/scc/panc...		
thyroid cancer NJ	National	no data	#11	^40+	http://www.rwjuh.edu/scc/thyr...		
infusion therapy NJ	National	no data	#14		http://www.rwjuh.edu/scc/infus...		
Chemotherapy center in NJ	National	no data	#15	^36+	http://www.rwjuh.edu/scc/che...		
ovarian cancer NJ	National	no data	#20	^31+	http://www.rwjuh.edu/scc/ovari...		
NJ cancer care center	National	no data	#22	^6	http://www.rwjuh.edu/scc/steepl...		

Keyword Rankings



- By performing a competitive analysis comparing the RWJ and Barnabas sites to regional and national competitors we were able determine where there were opportunities
- Once we conducted the SEO audits on both sites we found tremendous opportunities for on-site and off-site optimization
- Technical and content optimization plus link building have had a tremendous positive impact on the rankings and the traffic from search engines in a very short period of time
- Ongoing SEO to these sections will provide continued improvements

Conclusion

Appendix

Tamara Robb

- President and Founder of Robb Digital Marketing
- 17 years of internet marketing experience
- 24 years in both b2c and b2b marketing
- More than half her career has been on the agency side
- Previously employed as Director of Strategy at a digital agency and VP of Digital Marketing for a Fortune 500 financial company
- Experienced in pharma, legal and CPG where specialized knowledge and a deep understanding of regulated industries is a required to navigate the digital marketing space
- Specialties and passion for the acquisition and engagement side of digital marketing, with a focus on Social Media and Search Engine Marketing



Our SEO Team



Don Seckler

- SEO Strategist
- Don has been working in digital for over 20 years
- He has advanced knowledge about all things SEO and keeps up to the minute on the ever changing search landscape
- In addition to technical SEO skills Don has an extensive strategic marketing background. He brings that strategic marketing approach to SEO often finding the path to the greatest impact and success.



Our SEO Team

Armen Stepanyan

- SEO Strategist
- Armen's SEO skills include understanding HTML & CSS, keyword research, huge success in link building, experience with Google Analytics, Search Console, Bing services, ability to work with back-end SEO elements: Robots.txt, .htaccess, XML sitemaps
- His SEM knowledge helps him to achieve maximum ROI in paid search campaigns by executing tests, collecting and analyzing the data & performing ongoing keyword discovery and optimization
- Basic knowledge in html5 and CSS3, video management and editing, WordPress, Microsoft Office



Our SEO Team

Drashti Patel

- SEO Strategist
- Masters in E-Commerce management
- Background in both B2B and B2C
- Web design and development experience with a focus on WordPress
- SEO capabilities include keyword strategy and link building
- Basic knowledge of HTML, Photoshop and video editing



Our SEO Team