



White Crane Clinic's Digital Revitalization

**Client:**

White Crane Clinic, Tarpon Springs, FL

Specialization:

Acupuncture and Chinese Medicine

Challenge:

Low website traffic, poor search engine visibility

Objective:

Increase online presence and patient engagement

Background

Dr. Steffani Corey, a renowned practitioner of acupuncture and Chinese herbology, faced a significant challenge: her practice, White Crane Clinic, was virtually invisible online. Despite her expertise, her Squarespace website languished with minimal traffic and no search engine optimization. This is where Dot Kom, a digital marketing agency, stepped in.

The Challenge

The primary challenge for Dot Kom was to transform Dr. Corey's digital presence from obscurity to prominence. The Squarespace site was underperforming, with only 4,333 total visitors in 2022 and a negligible presence in organic search results. The goal was not just to enhance the website but to make the White Crane Clinic a notable name in the field of acupuncture and Chinese medicine throughout Tarpon Springs and online.

The Dot Kom Approach

Dot Kom's strategy was multifaceted and targeted.

Website Overhaul:

The team ditched the existing Squarespace platform, opting for a robust WordPress design. This new website was not only aesthetically pleasing but also rich in detailed content about acupuncture and Chinese herbology, setting Dr. Corey apart as an authority in her field.

User Experience Enhancement:

The new site featured easy-to-use navigation and an engaging blog section. These elements worked together to keep visitors engaged and informed.

Search Engine Optimization (SEO):

A critical part of Dot Kom's strategy was a rigorous SEO campaign. This involved keyword research, on-page optimization, and content creation focused on acupuncture and Chinese herbology.



Results

The results of Dot Kom's efforts were nothing short of spectacular:

Traffic Surge:

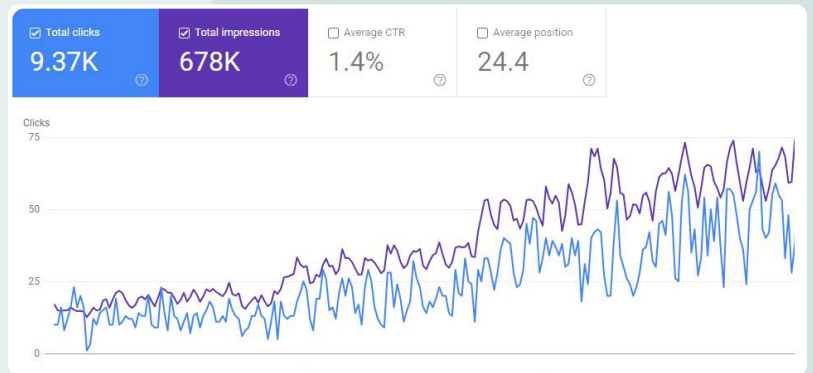
In 2023, the website saw a whopping 11,881 visitors, marking a 174% increase from the previous year.

Organic Growth:

Organic traffic soared to 8,994 in 2023, up from 2,765 in 2022 – a staggering 225% increase.

Keyword Rankings:

The website now ranks for over 201 keywords, with 48 of them featuring in Google's top 10 search results.



Conclusion

Dot Kom's strategic overhaul of Dr. Steffani Corey's online presence illustrates the transformative power of targeted digital marketing. From an underperforming website to a thriving online hub, Dr. Corey's practice is now a dominant force in the digital realm of acupuncture and Chinese herbology, thanks to Dot Kom's expertise.

	2022 Traffic:	2023 Traffic:	
Total:	4333	11881	174% increase over 2022
Organic:	2765	8994	225% increase over 2022
Direct:	999	1520	
Referral:	109	155	
Social:	541	429	