



Medical Group “Medic” Recovery

200+% increase in website traffic only months after Google “Medic” Penalty.

“We came to DeTorres Group after being penalized very hard by the Google Medic Update. We have recovered and surpassed where we were before....”

Executive Summary

A multi-location medical specialty group had been hit very hard by Google’s recent “Medic” algorithm update

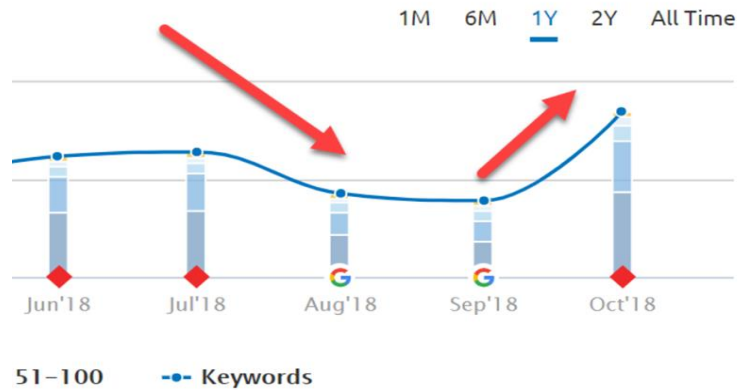
Challenges

Traffic had dropped from 6000 unique visitors per month to nearly 0. Content was great on the site and the backlink profile was also very large compared to many of the competition. The internal marketing team couldn’t figure out what happened exactly so they

contacted DeTorres Group.

How We Helped

DeTorres Group found the issue to be related to the Google Guidelines “EAT” recommended methodology (Expertise, Authority & Trust). We updated the site structure, page content, citations, gained new PR and strategic additional backlinks over the course of 2 months.



Results

Client has seen DOUBLE the amount of monthly visitors now, has seen nice increases in patient inquiries and is now focused on growing new business lines with the help of DeTorres Group.