



case study

Client:

Atlanta Obstetrics &
Gynecology Specialists
(AOGS)

Project:

Local SEO Success in
Atlanta & Alpharetta

Provided:

Local SEO and Web Design

Year:

2022



The Challenge.



Atlanta Obstetrics & Gynecology Specialists (AOGS), a trusted women’s health provider with over 50 years of experience, had a major disconnect between their excellent in-person care and their outdated digital presence.



Their website was not mobile-responsive, hard to navigate, and couldn't be updated by internal staff. Worse, they were nearly invisible in local search results for key services like “OB-GYN in Atlanta.” This led to lost traffic, lower patient trust, and poor conversion rates.



Key Issues:

- 74%+ of traffic came from mobile users who had a frustrating experience
- The outdated design made the practice appear less credible
- Internal staff couldn’t easily update physician bios or location info
- Local SEO performance was almost nonexistent —no visibility in the top 50 Google results for core keywords



The Process.



The Ad Firm tackled both the website and local SEO from the ground up.



WEB DESIGN

We created a mobile-first, modern site with clear navigation, editable content areas, and branding that matched AOGS's professional image.



LOCAL SEO

We executed a hyper-local strategy: optimizing for patient intent, structuring content around services and locations, and maximizing Google Business Profile (GBP) presence.

What We Did:

- Complete website redesign with a mobile-responsive layout
- SEO-optimized structure and performance improvements (speed, security, accessibility)
- Created and optimized city-specific landing pages for Atlanta & Alpharetta
- Built out content based on patient search behavior (e.g. "OB-GYN that takes insurance")
- Claimed and optimized Google Business Profiles
- Trained internal staff to update the CMS independently



The Turnaround.

The results were transformative.

AOGS now ranks in the **top 3** for high-value local search terms across Atlanta and Alpharetta. Their site is **fast, mobile-friendly**, and regularly updated by their own team.

Results at glance:

- Top 3 rankings for terms like “Atlanta OB-GYN” and “Menopause specialist near me”
- 300+ new patient inquiries/month
- 4,874 calls via Google Business Profile
- Strong presence across the local 3-pack in both cities
- Enhanced credibility and consistent branding across web and social



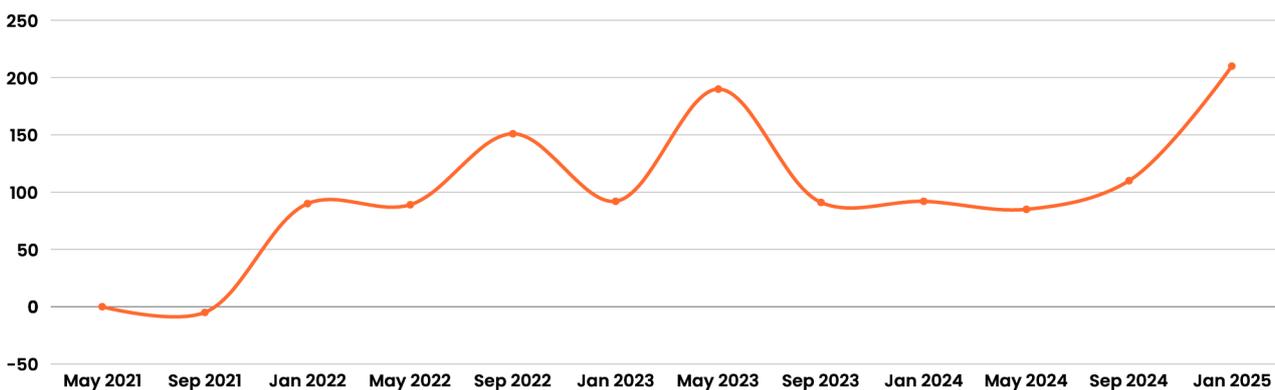
"This is the first time our website actually represents who we are as a practice. It's clean, professional, and finally works the way our patients need it to."

– Practice Manager, AOGS



Rank Tracker – Keywords

May 7th, 2021 – April 14th, 2025



Google Rankings: 126

▲ Google Change: 4,939

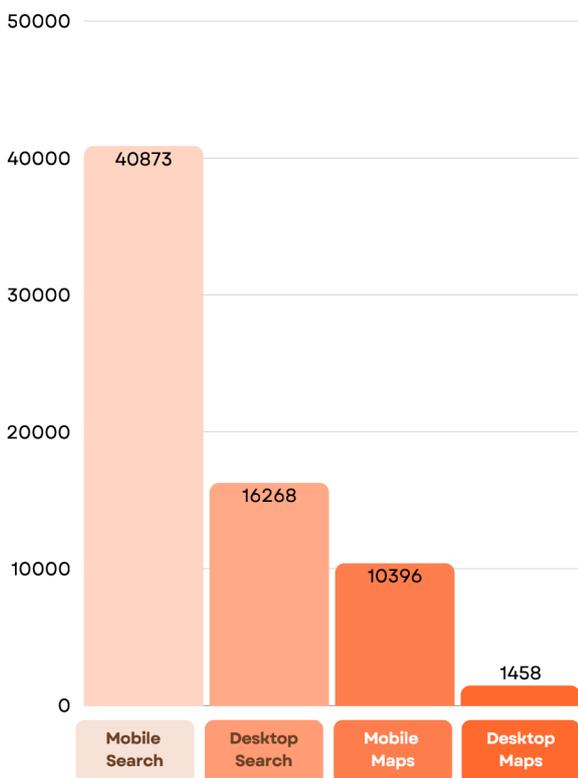
Local Rankings: 47

▲ Local Change: 171

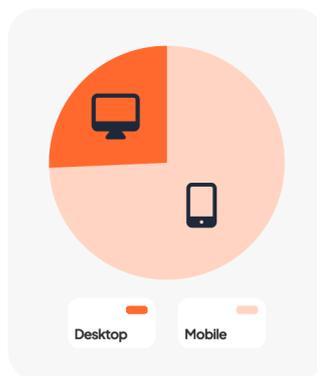
Google Business Profile – Performance

May 7th, 2021 – April 14th, 2025

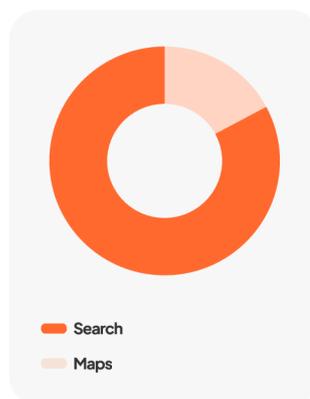
Platform & Device:



Desktop vs Mobile:



Search vs Maps:



Let Us Be the Team Behind Your Growth.

At the Ad Firm, we're a fully transparent digital agency committed to building smart, dynamic strategies that drive real business results.

Let's talk:

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