



Digital Media: Surgicare

With over 15 years experience, seven clinics in the UK and highly experienced staff, Surgicare is a leading independent provider of surgical procedures treatments.

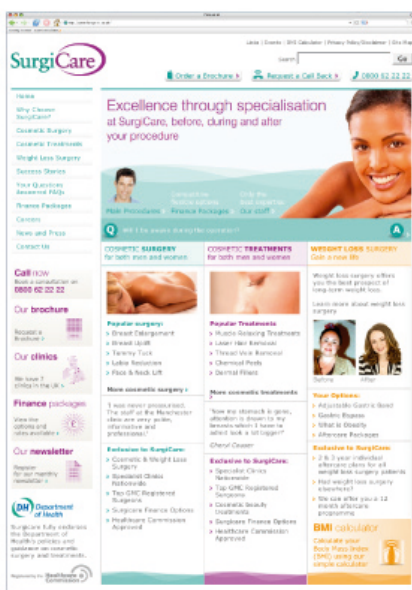
Challenge:

In an increasingly popular and competitive marketplace, it was crucial for Surgicare to demonstrate that they are a provider of safe, ethical and quality surgical treatments in the UK. Consequently they needed to refresh their web presence and increase site traffic and enquiries.

Solution:

Working closely with Surgicare, we evolved the design and structure of their existing website, bringing it up-to-date with the latest technology using our bespoke Content Management System (CMS). This enables Surgicare to regularly update the content of the site with ease, keeping patients informed about the latest surgical procedures. We also ensured that the site complies with W3C and Bobby accessibility standards, imperative when building public-facing websites. In addition we provided web statistical analytics that allowed Surgicare to review more than 220,000 initial visits, including everything from page popularity through to search engine enquiry threads.

Our work:



Client benefits:

- Increased traffic to the website has seen some 220,000 initial visits in the month following its launch effectively leading to a 100% rise in the enquiry rate
- Creation of an invaluable business tool that has become a primary marketing channel

Testimonial:

“Not only did Forepoint provide us with a design approach that truly reflects Surgicare’s qualities and ethical positioning, they have created a CMS website that is delivering genuine upturn in business enquiries.”

Surgicare

Contact us:

For more information about our digital media work and other areas of communication expertise, don't hesitate to get in touch:

info@forepoint.co.uk

www.forepoint.co.uk