

Expanding Positive Brand Visibility Across Search and AI-Powered Discovery Platforms

For a Healthcare Service Provider

Challenge

As patients increasingly turned to search engines and AI-powered discovery platforms to research providers and healthcare services, the client faced growing challenges in shaping how its brand was discovered and perceived online. Prospective patients were often forming opinions before ever visiting the website, while outdated, incomplete, and negative content competed with authoritative information in branded search results. The organization needed a strategy to strengthen its digital presence, improve the visibility of trusted information, and better influence patient decision-making throughout the discovery journey.

Solution

We developed a comprehensive search visibility strategy designed to expand the organization's presence across both traditional search engines and emerging AI-powered discovery platforms. By identifying high-value patient questions, service line topics, and reputation-sensitive search opportunities, we created authoritative thought leadership and educational content that reinforced clinical expertise and addressed patient needs. We also optimized existing website content to improve search relevance, strengthen branded search performance, and increase the prominence of trusted organizational information, creating a sustainable foundation for improved discoverability and long-term brand visibility.

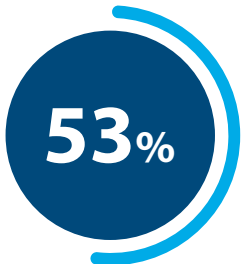
Outcomes

We significantly improved how prospective patients discover and evaluate the brand across search and AI platforms, increasing visibility of accurate information, strengthening brand perception, and accelerating organic growth.



50%

Decrease in negative brand sentiment visibility across AI-generated search results



53%

Increase in brand citations across AI-generated search results



30%

MoM increase in branded page-one keyword rankings



11%

MoM increase in total organic traffic