

Strengthening SEO Foundations to Improve Care Access

For a leading pediatric health system in the midwest

Challenge

Our client needed to ensure that parents and caregivers could quickly and reliably access critical care information, especially during stressful or urgent moments. While the site performed well overall, key gaps in metadata, structured data, indexing, and load speed made it harder for families to find what they needed. Template inconsistencies and outdated signals to search engines created additional friction, limiting discoverability across AIOs, GEOs, and traditional search.

Solution

To establish a strong, secure, and patient-friendly SEO foundation, we developed a prioritized roadmap focused on technical excellence and clarity for search engines and caregivers alike. And then we worked with their third-party development partners to support implementation.



Our team

- Conducted a comprehensive technical audit to identify the highest-impact issues affecting visibility and user experience.
- Prioritized fixes based on effort vs. impact to accelerate progress and support long-term stability.
- Improved site speed through caching adjustments, image optimization, and refined template rendering.
- Resolved 264 sitemap errors and updated robots.txt for cleaner signaling to search engines.
- Enhanced structured data and template clarity to improve how content appears across AIO/GEO experiences.
- Reduced unindexed content and strengthened content hierarchy to ensure caregivers could reliably find essential information.

Outcome

Behind our technical improvement was a better experience for patients and families. Helping them access information faster, navigate with less frustration, and discover the most important content more easily.

19%

Page load speed improvement

3%

Decrease in bounce rate

90%

Reduction in unindexed pages

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