



# Case Study

# ONBOARDING

How Growth99 Helps New U Women's Clinic  
Achieve Digital Success

# The **PROJECT:**

New U Women's Clinic, a women's health clinic located in Washington state, approached Growth99, a digital marketing agency, to redesign its website and improve its online presence. The project included a website migration with changes in layout, content, and the addition of new pages.



The client, Rachel Fidino, signed up for Growth99's Premium Plan, which included various services such as:

Website design, hosting, maintenance, and security backups



Search engine optimization



Listing syndication



Google My Business optimization



5-star review generator tool



Custom monthly blog posts



Social media graphic creation



Google and Facebook marketing



Growth99 tools such as CRM management, email/SMS marketing, social media post scheduling, custom landing pages, AI chatbot, and virtual consultation



# The **CHALLENGE:**

The challenge was to create a website that reflected the clinic's values and offered a user-friendly experience to the clients. The clinic is focused on providing a welcoming environment for women, and it was essential to have a website that conveyed the same message. Additionally, the website migration had to be done in a short time, and the team had to ensure that all the changes were implemented correctly without any disruption in the website's existing traffic.



# The **SOLUTION:**

To address the challenge, Growth99's team first understood the client's requirements and designed a website that was not only visually appealing but also offered a smooth user experience. The team worked on the layout, content, and page additions to match the client's preferences. To ensure that the migration was done correctly, the team followed a meticulous process that included thorough testing and optimization before the website went live.



The team also integrated Growth99 tools to improve lead capture and streamline operations. The CRM management tool helped the clinic manage lead inquiries efficiently, while the email/SMS marketing tool helped them reach out to clients with updates and offers. The social media post scheduling tool helped the clinic maintain a consistent online presence, and the AI chatbot helped in providing immediate assistance to leads and clients. The custom landing pages and virtual consultation tools helped in converting potential clients into actual customers.



# The RESULTS:

After the website's release, New U Women's Clinic experienced significant improvements in its online visibility, engagement, and conversion rates. Within two months, the website's impressions increased by 11%, clicks increased by 18%, and the site's click-through rate (CTR) improved by 6%.

The client's listing syndication was finalized, and their website is now listed in over 50 digital services, improving their online presence and credibility. The 5-star review generator helped the client generate 17 new reviews in the following month, including Google and Facebook reviews, which helped improve the clinic's reputation.

The integration of Growth99's tools resulted in improved lead capture, streamlined operations, and higher conversion rates. The custom monthly blog posts and social media graphics helped keep the client's audience engaged and informed about the clinic's services and events.



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# The CONCLUSION



In conclusion, Growth99's comprehensive website migration and growth strategy helped New U Women's Clinic improve its online visibility, engagement, and conversion rates.

The success of the project resulted in the client's decision to migrate another website, [www.lacanneberge.com](http://www.lacanneberge.com), to Growth99's platform. The client was impressed with the quality of service and support provided by Growth99 and the team's ability to meet the tight deadline while delivering a premium package of services. The partnership between Rachel Fidino and Growth99 is an excellent example of how a strong collaboration between a client and a digital marketing agency can lead to exceptional results.



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