TopSpot®

Case Study: Medium Enterprise Healthcare Company

Introduction

This case study of KSF Orthopaedic Center is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service.

> "TopSpot Internet Marketing understands my business goals and I consider them a partner in my business."
>
> "Due to TopSpot's strategies, we have a much larger Internet presence."

Challenges

Faced the following **marketing challenges** before choosing TopSpot Internet Marketing:

- An insufficient online presence
- A lack of understanding of digital marketing

Faced the following **website challenges** before choosing TopSpot Internet Marketing:

- An outdated website
- An ineffective website
- A non mobile-friendly website
- A lack of call to action

Use Case

TopSpot Internet Marketing Services:

- Search Engine Optimization (SEO) Strategies
- Website Development and Design

Values the following unique approach of TopSpot Internet Marketing:

- Development of new marketing/website strategies and ideas for business development

Results

- Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:
  - Achieved a better understanding of internet marketing

Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy.
Increased their quality leads by 100-200% since implementing TopSpot Internet Marketing.
Increased revenue by 75-100% with TopSpot Internet Marketing.

Company Profile

Company:
KSF Orthopaedic Center

Company Size:
Medium Enterprise

Industry:
Health Care

About TopSpot Internet Marketing

Started in 2003 with 5 original team members, TopSpot has been one of the fastest growing search marketing firms in Houston, Texas. With over 75 employees based in the home office and 20 sales representatives around the country, TopSpot's current customer base exceeds 700.

Learn More:

[TopSpot Internet Marketing](#)