

HOW BEACON ORTHOPAEDICS BOOSTED VISIBILITY AND CONVERSIONS WITH SEO & AEO



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Beacon Orthopaedics & Sports Medicine, a leading orthopedic group in the tri-state region, partnered with Holland Adhaus to skyrocket their organic visibility, attract high-intent patient leads, and dominate emerging AI search platforms. This case study reveals how our tailored SEO and Answer Engine Optimization (AEO) strategies delivered measurable results, offering insights you can apply to your business.

THE CHALLENGE

Beacon Orthopaedics aimed to strengthen its position as a regional leader while capturing high-intent patient searches across traditional and AI-driven platforms like Google's AI Overviews and conversational search interfaces. The goals were clear:

- **Increase organic traffic and engagement.**
- **Drive conversions through appointment requests and form submissions.**
- **Establish authority in both traditional and AI-powered search results.**

OUR STRATEGY

Holland Adhaus implemented a multi-faceted approach combining advanced SEO, AEO, and user-focused content strategies to maximize Beacon's reach and performance.

1. SEO Foundation & Content Optimization

- Targeted Page Optimization: Enhanced high-value pages (e.g., foot pain, ACL reconstruction, back pain) with keyword-rich content and user-focused structure.
- AEO Integration: Aligned content with AI-driven search platforms by optimizing for conversational queries and structured data, ensuring compatibility with Google's AI Overviews and ChatGPT-style interfaces.
- Long-Tail Content: Developed symptom-specific content like "pain on side of foot" to match real patient search behavior.

2. Multilingual & Inclusive Reach

- Market Analysis: Identified growing Spanish and Arabic search queries in the region.
- Multilingual Expansion: Created localized content to connect with diverse audiences, broadening Beacon's reach.

3. Search Experience Optimization

- Technical SEO: Improved internal linking and structured data for better crawlability and AI summarization.
- Engagement Boosters: Added compelling headings, FAQs, and visuals to secure Featured Snippets and AI Overview placements.

THE RESULTS

Our data-driven strategies delivered transformative outcomes for Beacon Orthopaedics, proving the power of combining SEO and AEO.

1. Surge in Organic Traffic

- 328,534 new users (+7.8%) from organic search.
- 311,791 engaged sessions (+15.1%), with an average session duration of over 3 minutes and a 68% engagement rate.

2. Dominance in AI and Long-Tail Searches

- Pages with dynamic "You searched for..." formats achieved 20+ minutes time-on-page and 100% scroll depth.
- Queries like "side of foot pain" and "pain on outside of foot" generated over 45,000 impressions each.
- Content appeared in AI Overviews and conversational search results, cementing Beacon's authority.

3. Competitive Advantage

- Secured #1 rankings for high-value keywords like "walk in orthopedic clinic."
- Improved competitive index to 4.74, outperforming regional competitors.

4. Conversion Growth

- Organic traffic drove 58,665 key events, including appointment requests and form submissions.
- AI-optimized and symptom-specific content increased mobile call clicks and form fills.

KEY TAKEAWAYS

- **SEO + AEO = Future-Proof Visibility:** Combining traditional SEO with AEO ensures your brand ranks across both standard and AI-driven search platforms.
- **Long-Tail Keywords Drive Intent:** Targeting specific, user-focused queries captures high-intent leads.
- **Multilingual Content Expands Reach:** Serving diverse audiences strengthens market share.
- **Data-Driven Optimization Wins:** Technical enhancements and engagement-focused content boost conversions and authority.

WHAT'S NEXT

Beacon Orthopaedics is now a leader in both traditional and AI-powered search, with plans to:

- Refine AEO strategies based on emerging AI traffic trends.
- Expand multilingual content for broader inclusivity.
- Explore video and interactive tools to enhance engagement and Featured Snippet wins.

Your business can achieve similar results. Holland Adhaus specializes in crafting scalable, ROI-driven marketing strategies for medium-sized businesses. Request a free marketing audit today to discover how we can elevate your search visibility, engagement, and conversions.