

## CASE STUDY:

### Medical Billing Specialists Soar to the Top of Google Search Results

#### NEEDING MORE VISIBILITY

BSI Medical Billing wanted to drive more leads through a new website and have a stronger online presence. Before partnering with Inbound SDR, they ranked for no more than 50 keywords on Google and were failing to reach prospective clients searching for a medical billing company. Keyword ranking is one of the most important factors of a website, requiring constant content refreshes and strategic writing, and that's where Inbound SDR comes in.

#### A TWO-PRONGED APPROACH

Knowing BSI's goals, Inbound SDR knew just where to start. We redesigned the BSI website to make it more user-friendly, optimizing the pages with the user experience in mind. We then started creating SEO- and keyword-focused content for their site to raise their ranking on Google for medical billing.

#### PROPELLED TO THE TOP

After just seven months of partnership with Inbound SDR, BSI ranks for 207 medical billing keywords, a 314% increase from when they started! They're also now at the top of Google's search results. This way, prospective clients of theirs can easily find them online, and they also have a brand-new website for prospects to go to.

## ABOUT OUR CLIENT

BSI Medical Billing is fluent in multiple EMR types and all issues related to claims, compliance, and billing. They address patient accounts, auditing, reporting, coding, credentialing, claims, accounts receivable, or other business-critical processes.

## ABOUT ABSTRAKT

We are a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.



Increase your business's visibility online with Inbound SDR—**digital search that works.**



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