

Optimizing Banner Health's content and SEO for a best-in-class, persona-driven website

The Challenge

Banner Health is driven to create an effortless experience for their patients by providing easy to find information about their service lines.

They engaged Tallwave to help them increase consumption of their content, to increase usage for their Find a Doctor and Find a Location tools, and to generate more online appointments.


The Approach

- Created new site maps for each service line to ensure accurate positioning on Banner Health's website
- Interviewed key stakeholders at Banner Health for accurate, deeper, and relevant information
- Configured content outlines for each page with relevant keywords, cross-links, and meta descriptions

The Results

 **65%**
increase in keyword visibility

 **24%**
growth in organic sessions (Jan-Jun 2020)

 **55%**
increase in views for Imaging, Physician Therapy, and Orthopedics pages