

CAPTURING LOCAL WOMEN'S HEALTH SEARCHES



CHALLENGE

OHI needed to be highly visible when women searched for OB-GYN and women's health services in their local area. These searches were overwhelmingly location-driven and brand awareness based, with users looking for nearby providers they could trust. The challenge was capturing this demand efficiently while converting interest into action.

TC APPROACH

Target Continuum built a Google Search strategy centered on high-intent women's health and OB-GYN queries, with a strong emphasis on “near me,” location-based, and OHI brand searches. Keyword coverage focused on how women actually search for care by specialty, proximity, and provider name.



2,640 CLICKS



6.68% CTR



48K IMPRESSIONS



1.1K CONVERSIONS

