

## 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