E-E-A-T Optimization Case Study: 2025 Healthcare Win

How a mid-sized healthcare practice dominated local search through strategic E-E-A-T optimization.

Based on E E A T Optimization Case Study 2025 Healthcare Win by Casey's SEO

Factor	Initial State	Optimized State	Impact
Website Appearance	Outdated (circa 2018)	Modern, mobile-first design	Improved user experience
Doctor Information	Minimal credentials, small headshots	Detailed profiles: education, experience, specializations, approach	Enhanced Expertise signal
Content Attribution	Anonymous blog posts	All medical content attributed to specific doctors with photos/credentials	Increased Trustworthiness and Expertise
Patient Reviews	Few visible reviews (12)	Over 180 reviews within 3 months, authentic display	Boosted social proof and Trustworthiness
Content Focus	Generic health tips	Location-specific health concerns and FAQ-style content	Established local authority and relevance
Mobile Experience	Unusable, poor performance	Fast loading, intuitive navigation, click-to-call	Improved accessibility and user engagement
Voice Search Optimization	Not optimized	Optimized for conversational queries	Tripled voice search traffic
Transparency	Lacking detailed information	Clear details on pricing, insurance, patient rights	Built patient confidence and Trustworthiness
Organic Traffic Growth	Low visibility	340% increase	Significant increase in search presence
New Patient Acquisition (Organic)	Low	220% increase	Directly contributed to business growth

Resources & Further Reading

Related guides to support your comparison:

- Healthcare E-E-A-T Optimization Checklist

https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/healthcare-e-e-a-t-optimization-checklist.pdf

- E-E-A-T Optimization Action Sheet for Healthcare

https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/e-e-a-t-optimization-case-study-2025-healthcare-win-action-sheet.pdf

- Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

- Colorado Springs Local SEO Company

https://caseysseo.com/colorado-springs-local-seo/

- Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration – Casey's SEO

https://caseysseo.com/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration/

- Attorney Review Management Ethical Strategies For Online Reputation – Casey's SEO

https://caseysseo.com/attorney-review-management-ethical-strategies-for-online-reputation/

- Find Your Local Results

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Prioritizing E-E-A-T in healthcare is crucial for ranking and patient trust in 2025.