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

How a mid-sized healthcare practice dominated local search in 8 months through E-E-A-T optimization.

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

Factor	Initial State	Casey's SEO Strategy	Outcome
Website Visibility	Barely showing up in search results	Comprehensive E-E-A-T optimization	Dominating their local market
Website Design & UX	Looked outdated (circa 2018), poor mobile experience	Mobile-first redesign, intuitive navigation, click-to-call	Significantly improved user experience and mobile performance
Doctor Credentialing	Minimal doctor information ('business card' level)	Rebuilt doctor profiles with detailed backgrounds, specializations, approach	Clear attribution of medical content to specific doctors
Content Strategy	Generic health tips, outdated information, no local focus	FAQ-style content, real patient stories, location-specific health guides	Content became a go-to local health resource
Patient Reviews	Zero patient reviews visible on site	Implemented a smart review management system	Grew from 12 to over 180 Google reviews within 3 months
Trust & Transparency	Lack of detailed information on processes, pricing, policies	Added transparency on treatment, pricing, insurance, patient rights	Built patient confidence through clear information
Voice Search Optimization	Not optimized for conversational queries	Focused on question-based, conversational search terms	Voice search traffic tripled in four months
Organic Search Traffic	Low visibility	E-E-A-T optimization	Increased by 340%
New Patient Acquisition (Organic)	Low	Targeted E-E-A-T strategy	Increased by 220%

Resources & Further Reading

Related guides to support your comparison:

- E-E-A-T Optimization for Healthcare: Your 2025 FAQ

https://storage.googleapis.com/casey-s-seo-checklists-20260707-d020ed/casey-s-seo/FAQ/e-e-a-t-optimization-case-study-2025-healthcare-win-faq.pdf

- Healthcare E-E-A-T Optimization Checklist

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/healthcare-e-e-a-t-optimization-checklist.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

https://caseysseo.com/

- About Casey's SEO

https://caseysseo.com/about/

- Contact Casey's SEO

https://caseysseo.com/contact/

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com
Prioritizing Experience, Expertise, Authoritativeness, and Trustworthiness is crucial for healthcare SEO success.