

# CASE STUDY

## My Medicare Mike Website Redesign & Automation



### BACKGROUND

My Medicare Mike, is a trusted Medicare advisory service helping seniors navigate insurance options with ease. While the business had built a strong reputation, its website was outdated and struggled to convert visitors into consultations. Lead management was handled manually, consuming time and causing missed opportunities.

### CHALLENGES



Outdated, non-mobile-friendly website



Manual lead follow-ups leading to delays



Low conversion rates from visitors to booked consultations



Limited visibility in local search results

### SOLUTION & APPROACH

- **Website Redesign:**

Delivered a modern, mobile-responsive design with simple navigation and clear CTAs.

- **GoHighLevel CRM:**

Automated lead capture, appointment booking, and follow-ups.

- **SEO Optimization:**

Improved site speed, structure, and local keyword targeting.

- **Automation Workflows:**

Added reminders and nurturing campaigns to boost engagement and reduce no-shows.

### RESULTS

#### Lead Generation

Increased from ~50 to 70 leads in the first 60 days

#### Consultations

25% more bookings through automated scheduling

- **Engagement:**

Faster response times and stronger client retention

### CONCLUSION

The combination of a fresh, user-friendly website and GoHighLevel automation transformed My Medicare Mike's client journey. With higher-quality leads, improved booking rates, and stronger engagement, the business now runs more efficiently while providing seniors with a seamless, dependable Medicare advisory experience.