



Fully Booked: How a pediatric ophthalmology clinic scaled from 12 to 80 appointments per month in just four months

THE CLIENT

A leading pediatric eye care provider, they were known for clinical excellence and trusted by families and referring physicians across a major metropolitan area. While their reputation offline was well-established, they engaged us to bring their digital presence up to the same gold standard.

THE PROBLEM

Despite its clinical excellence, the clinic struggled with low appointment volume and limited online visibility. They faced a credibility gap in the digital space, with minimal awareness online.

Our mandate was clear — increase patient bookings, build digital authority and online trust, optimize the clinic's presence across owned and paid channels, and enhance the patient experience online.

OUR APPROACH

1. Precision social media execution

We transformed their Instagram and Facebook profiles into active trust-building tools:

- Branded, educational, and parent-centric content posted weekly.
- Real-time engagement with comments, messages, and patient feedback.
- Visual identity aligned with clinical credibility and warmth.

2. Conversion-driven website redesign

- Mobile-first architecture and lightning-fast load speeds.
- Clear, high-converting calls to action.
- Seamless integration with booking systems, WhatsApp, and CRM.
- Weekly educational blog posts designed to build digital empathy and boost organic SEO.

3. Hyper-targeted Google ads campaigns

- Geotargeted ads focused on pediatric keywords.
- Conversion tracking tied directly to bookings.
- Continuous A/B testing to optimize content.

4. Booking experience optimization

- CRM integration for lead tracking and follow-ups.
- One-click WhatsApp scheduling.
- Embedded forms with instant confirmation flows.

5. Google business profile & local SEO

- Complete category and service optimization.
- Professional photography and location trust signals.
- Review generation system driving consistent, high-quality feedback.

THE RESULTS

KPI	Before	After
Monthly Appointments	12	80
Google Reviews	12 (4.5★)	112 (4.9★)

Client feedback

"Working with the team completely transformed our clinic's visibility and efficiency. We used to have empty slots every week — now, we're fully booked in advance. The new website, ads, and social media presence made us much more approachable and professional online. I also love how they handled our Google reviews and patient interactions. Truly game-changing."