



# CASE STUDY:

Increased new users by a whopping 1,088% and organic sessions by 970% for Heart and Vascular

## EXECUTIVE SUMMARY

Penn Medicine's marketing department wanted to make sure consumers knew that its health system was the leader in heart care, particularly in cutting-edge areas like heart surgery, heart valve disease and aortic disease. Aha Media worked directly with the Heart and Vascular physicians to produce pages that were patient-focused and optimized for search engines.

Six months after launching new pages rewritten by Aha Media Group, the Penn Medicine team saw significant results, including a 1,088% increase in new users and a 458% increase in return users. Search engine results pages (SERP) ranking, organic sessions and traffic also experienced significant growth.

### SIGNIFICANT RESULTS

New users:

**1088%**

Organic sessions:

**970%**

Traffic:

**72%**

#### Unique page views:

- Aortic Center pages grew by **65% year-over-year** (YOY)
- Heart Valve Disease pages had a **15% YOY** boost

**Number of pages ranked:** Heart and Vascular content ranking in SERPs jumped by **650%**, from 2 pages to 15

## THE CHALLENGE

Years ago, Penn Medicine transitioned their existing Heart and Vascular content to a new web infrastructure. While they updated the content over the years, they did not consider search engine optimization (SEO) or user experience (UX) in their updates.

Meanwhile, cardiac treatments at Penn Medicine were continuing to improve and modernize. Their Heart and Vascular Center offered patients greater access to clinical trials and innovative treatments and procedures compared to other health systems in the region — but you wouldn't know it from looking at their website. In fact, Penn Medicine's Heart and Vascular website looked similar to other local hospitals, even though they offered much more.

## ABOUT THE CLIENT

**Who they are:** Penn Medicine (University of Pennsylvania Health System)

**Industry:** Healthcare

**In business since:** 1751

**Number of employees:** 14,356

**Headquarters:** Philadelphia, Pennsylvania



Penn  
Medicine

## AHA MEDIA'S APPROACH

Aha Media used Penn Medicine's content audit and keyword research to inform the content strategy. They collaborated on a content template that prioritized UX, making it easy for potential patients to find what they were searching for.

The partnership between Aha Media and Penn Medicine was seamless. Aha Media directly handled the communication and content approval through the stakeholders. This process freed the marketing team to do their job without micromanaging the content production. Aha Media delivered ready-to-publish, high-quality content on time.

## THE RESULTS

Six months after launching the new pages, the Penn Medicine team saw significant results:

SEO Metrics	Increase	Audience Metrics	Increase
Traffic to new pages	72%	New users	1,088%
SERP rankings	650%	Return users	458%
Organic sessions	970%		

- **Increase in unique page views** for 2 key heart programs:
  - **The Aortic Center page views:** Up by 65% YOY
  - **Heart Valve Disease page views:** Up by 15% YOY

Because of the Heart and Vascular pages' success, other Penn Medicine service lines also began working with Aha Media to drive traffic to their pages via rewrites.

## LESSONS LEARNED

### Bring in the experts

By hiring a professional content firm, Penn Medicine saw the value in having a team with a dedicated account manager and multiple writers and editors. Penn's marketing department:

- Didn't have to micromanage the process
- Received turnkey content
- Used templates that aided in content management system (CMS) authorship

### Work with a team you trust

Aha Media handled the coordination, scheduling and content approval with stakeholders. Entrusting Aha Media to manage the stakeholders enabled Penn Medicine's marketing team to focus on the many other aspects of their job, knowing the project was in good hands.

### Get buy-in from clinicians

The Chief of Cardiovascular Surgery is the Director of the Heart and Vascular Center. He and his team collaborated with the marketing team and Aha Media to provide information for creating the content.

### Incorporate schema markups and technical updates

When the new organic content Aha Media provided started to rank well in Google, the Penn Medicine team made schema updates. These technical markups on the back end of the site help Google find and showcase webpages. Those updates helped the new Heart and Vascular pages continue to rank in SERPs.



We were looking for a partner that not only specialized in healthcare writing and project management but also had true expertise in SEO strategy and best practices. Aha Media's content process was seamless and has elevated the visibility of our website content both regionally and nationally.

- SARAH HETZEL,  
SENIOR MARKETING MANAGER

## ABOUT AHA MEDIA

Aha Media has a broad range of content expertise. See more of Aha Media's [case studies](#) and the [work](#) we are proud to share.

## GET IN TOUCH

Looking for a custom content solution that suits your business objectives and audience's needs? Reach out for a consultation at [hello@ahamedia.com](mailto:hello@ahamedia.com).