

**834%**  
INCREASE IN ORGANIC  
SEARCH TRAFFIC IN 5  
YEARS FROM SEO EFFORTS

**21K**  
TOTAL CONVERSIONS  
IN ONE YEAR

**1.37K**  
CLICKS ON SOCIAL  
ADS IN ONE YEAR

## SPINDEL EYE ASSOCIATES

### ABOUT

Spindel Eye Associates is a leading Ophthalmologic and Optometric practice in New Hampshire. The Spindel Eye team has provided eye care to patients across three locations for over 35 years, including everything from routine exams to complex ocular disease procedures.

### CHALLENGES

Before partnering with our experts, Spindel Eye Associates relied entirely on traditional marketing tactics to get the word out about their business. However, when Dr. Sarah Wood was introduced to the power of digital marketing by her husband, who already successfully utilized LOCALiQ solutions to promote his car dealership, she knew it was the right next step for Spindel Eye.

### SOLUTIONS

Our experts helped Spindel Eye Associates transition into the world of digital marketing with a full suite of solutions, including SEO, SEM, website management, listings, paid Facebook advertising, YouTube advertising, and targeted display with tactics like geofencing and search retargeting.

### RESULTS

Spindel Eye Associates has been pleased with the number of new patients their campaigns have fostered. In addition to regular check-ins with our experts, Spindel Eye Associates utilize the Client Center to keep a pulse on campaign performance and to track form fills and calls from their marketing efforts. The Spindel Eye team has been particularly happy with the performance of their display advertising campaign, which allows them to target different segments of their customers, like LASIK and general ophthalmology.

“Working with the team made me aware that you could never do anything like this on your own. You need experts to monitor everything. The support is really wonderful.”

*Sarah Wood, O.D.  
Spindel Eye Associates*