

8.9: Case study - Lloyds Pharmacy Online Doctor

One-line summary

A strong search strategy led to a 144% increase in organic sessions and a large increase in organic revenue for Lloyds Pharmacy Online Doctor (Digital Training Academy, 2016).

The challenge

Lloyds Pharmacy Online Doctor provides an extra channel for providing healthcare to patients with health problems that they may find embarrassing or inconvenient to treat using face-to-face care. They needed to increase search visibility and thus organic traffic results to replace the heavy spending they were doing on PPC advertising to drive online traffic.

The solution

The brand's agency, Click Consult, identified gaps in the Online Doctor website's backlink profile and decided to enhance it. They invested in blogger, social, and PR outreach, identifying and creating relationships with industry influencers that would be willing to showcase innovative content to their audience.

They created the “Let’s Type About Sex” campaign, creating an app and animations, carefully placing their content, which led to strong blogger engagement.



Figure 8.9.1: One article in the Let’s Type About Sex campaign *Adapted From Screenshot, Google search, 2017*

The results

The campaign led to an increase in the authority of the site, as well as:

- An increase in the number of page 1 terms to 36
- A 144% increase in organic sessions
- A 43% increase in overall sessions
- A 77.59% increase in organic revenue
- A 17% increase in online revenue.



Figure 8.9.2: The Lloyds Pharmacy Online Doctor website *Adapted From Screenshot, Lloyds pharmacy, 2017*

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