



Creating a Connected Ecosystem Worthy of a Top Medical Group.

The TopLine MD Alliance Takes Their Digital Presence to the Next Level, **and Patients Are Loving It.**



EXECUTIVE DIGITAL



For a large, Florida-based, multi-specialty group with disparate practice brands, the pathway to success looks a lot more clear going into 2023.

With over 850 providers and 250 unique brands, connecting the dots both digitally and locally was key for the network to better coordinate care.

“You can’t **CONNECT
THE DOTS** looking
forward; you can only
connect them looking
backwards.”

Steve Jobs

When unifying groups of elite doctors and medical centers as one group, we not only enhance the power of the network, but leverage the brand to drive the group practice forward.

- Power of brand affiliates
- Owning more equity on Google
- Strengthening patient retention
- Turnkey marketing strategies
- Enterprise-wide solutions at scale
- Driving patient acquisition



For **TopLine MD**, the opportunities for patient acquisition wasn't always clear.

It wasn't until the organization underwent rapid growth branching out into more than 33 specialties that the leadership team realized that in order to better coordinate care within its own network, they needed to connect the dots in the digital space.

When Google says jump, we say: How High?

Over 20 million searches in Florida happening on an annual basis in their core specialties with consumer behavior to support the need for an optimized online presence.

97%	92%	4 in 5
of people learn more about a local organization online than anywhere else.	of searchers select businesses on the first page of local search results.	consumers use search engines to find local information—like doctors in their area.

The leadership team knew it had a challenge ahead and brought in the digital marketing experts at Executive Digital to create a connected digital ecosystem.

1M


Nearly 1 million patients were visiting TopLine MD offices a year, but none of them knew that there were hundreds of other top-notch physicians within the same network.



Not only did most practices not have a website or rank on Google, the majority of practices with websites did not have any mention of the TopLine MD Alliance so that patients could easily identify they were part of this quality network.



Without an integrated digital ecosystem, these practices were missing out on patient acquisition opportunities within the 2 million monthly searches happening in the markets they served.



“TEAMWORK
makes the dream
work.”

John Maxwell

The Power of Collaboration

When you have such a large group and everyone is out there doing their own thing, it's hard to rise to the top of Google.

Our team of digital experts had a hands on session with the TopLine MD team to establish a strategic plan that would give the affiliated practices in the network the high-quality digital presence they were seeking.



We set the foundation by developing the corporate brand site on the TopLineMD.com domain and showcased the affiliated practices by creating 10-page microsites connected to the same domain.

To give the practices flexibility, we offered a variety of templates which were fully customizable with their brand colors and imagery, but ensuring a co-branded approach was implemented to showcase the TopLine MD Alliance affiliation.

To prove out our methods and offer full transparency into our processes, we launched a 5-month pilot program with 10 practices.

Each of the pilot sites received a full-on digital makeover with a sleek and highly-optimized new website, SEO strategies including on-page, off-page and local maps optimization, as well as a content marketing plan. The success of the pilot program spoke for itself and has been the proof point other member practices needed to buy into the digital strategy.



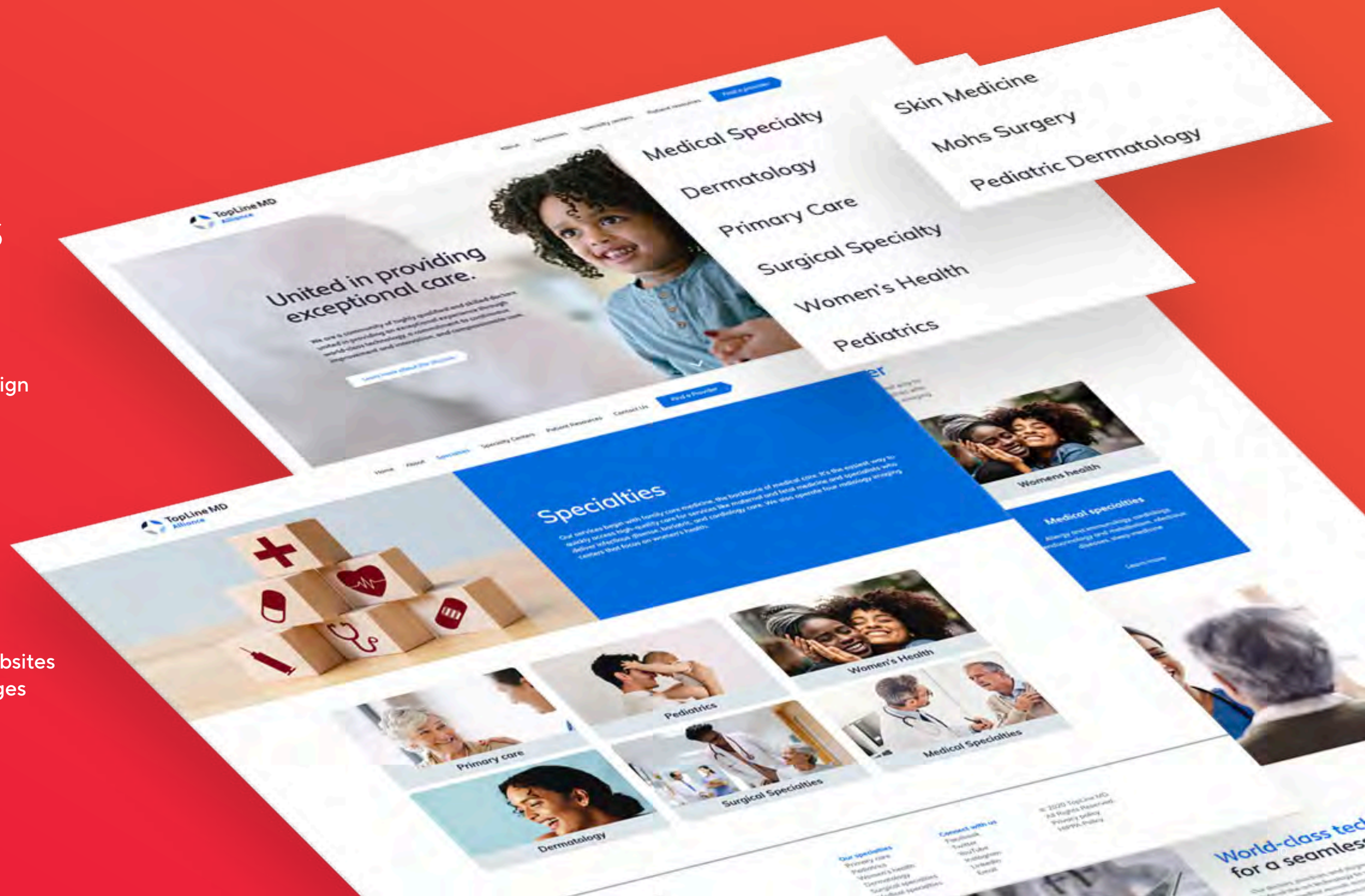
SOW

Services

Users Journey
Web Architecture
UX/UI
Responsive Web Design
Key Word Search
Content Creation
SEO
A/B Testing
Maintenance

Result

250+ Connected Websites
2,200 Optimized Pages
1 Ecosystem



A background image of Drake performing on stage, wearing a black shirt and holding a microphone. The image is dark and moody, with stage lighting highlighting his face and arm.

“Started from
the bottom, now
WE’RE HERE.”

Drake

Top Results ,Worthy of a Top Medical Group



35.8M

Total number
of website impressions



Nearly 1M Monthly
Organic Clicks



300%

New patient acquisitions



1 GROUP

ONE connected group with
millions of happy patients
and growing

*Patient acquisition data available for practices that participated in the pilot program.



EXECUTIVE DIGITAL

"In the last 5 months since we launched our website and SEO campaign with Executive Digital, we have experienced a 300% increase in traffic to our site, and our growth in new patient inquiries can be summed up as "super fantastic". Thank you, we will be renewing our contract with Executive Digital immediately, sign us up!"

Christina Weingard,
Office Manager
Women's Care of Bradenton

The Future is Better, Together

The collaboration and partnership between our Executive Digital team and the TopLine MD team was critical to the successful launch of the new ecosystem.

With a unified, co-branded digital presence, TopLine MD is now positioned to keep patients in-house and attract new patients to the group, demonstrating why they are the top choice for healthcare services in the communities they serve.

As a result, the Alliance is now powered to grow and scale, with us at the helm supporting all their digital needs.

Each TopLine MD practice affiliate can take advantage of more digital marketing programs to further optimize their microsites, tap into social media marketing services and even leverage our expert resources for online paid advertising at the practice-level.



EXECUTIVE DIGITAL



TopLine MD
Alliance

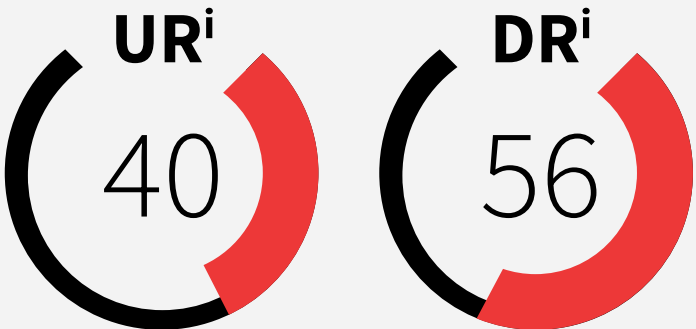
TopLine MD | Top-Quality Doctors and Medical Centers



<https://www.toplinemd.com/>

373,826

Ahrefs Rank



Organic keywordsⁱ

237K +31K

PPC 1

Organic trafficⁱ

336K

Traffic valueⁱ

\$374K

PPC \$0



Backlinksⁱ

30.5K +2K

Recent 44.3K
Historical 60.2K

Referring domainsⁱ

2.16K

Recent 2.45K
Historical 3.69K

- Domain Rating - It's a metric determined by a third-party source, Ahrefs, that reveals the strength -- in both quality and size -- of a website's backlink profile. The DR strength is measured on a logarithmic scale from one to 100, with 100 being the strongest domain rating available.

- Organic Keywords - An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO). We are ranking for more than 237K keywords.



EXECUTIVE DIGITAL

Organic trafficⁱ

- Organic Traffic - The term "organic traffic" is used for referring to the visitors that land on your website as a result of unpaid ("organic") search results. Topline MD has more than 336K Organic Traffic.

Today (March 2023)

336,363/month

March 2020

0/month

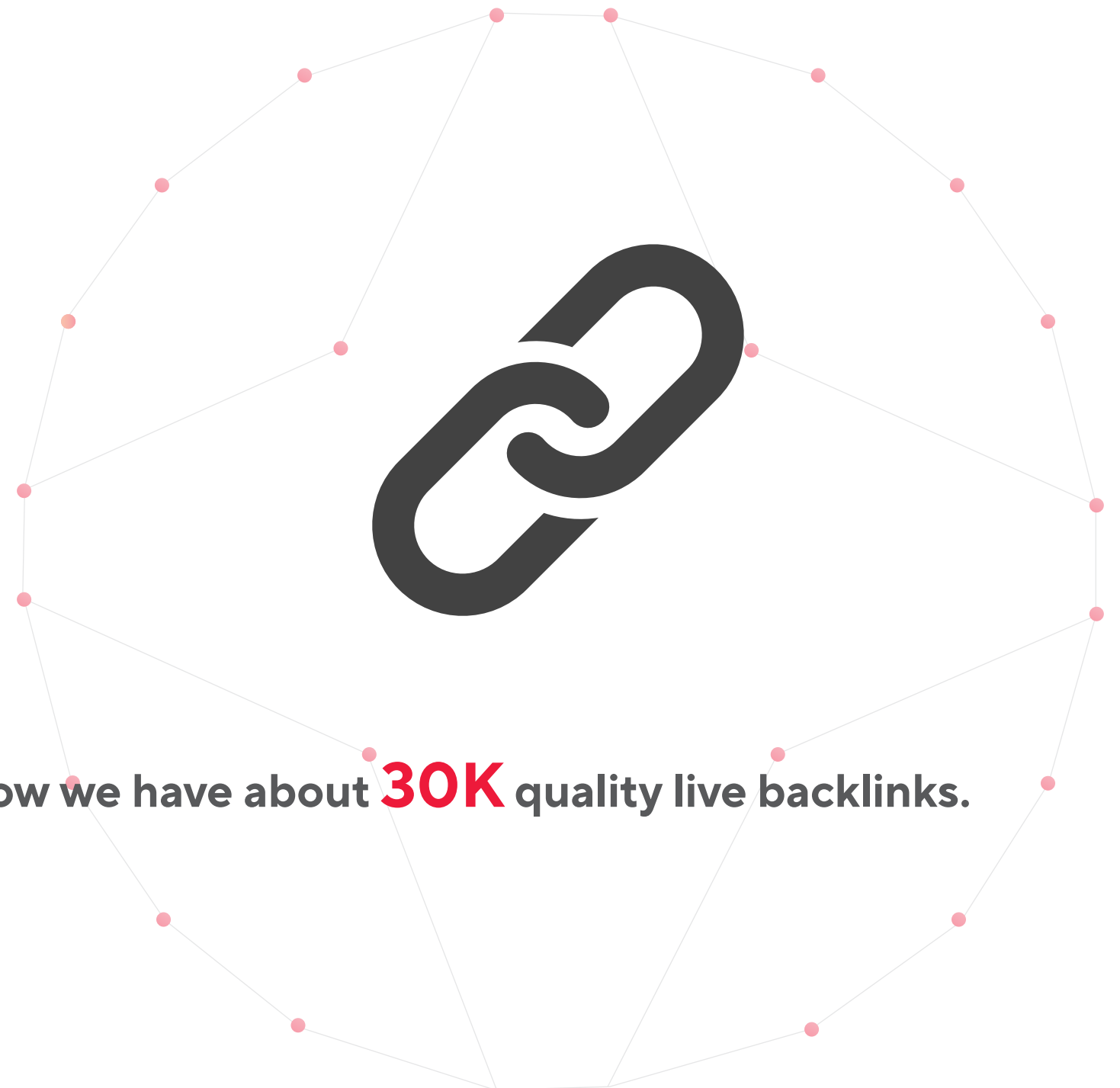


Backlinks

Backlinks are links from one website to a page on another website.

Google and other major search engines consider backlinks “votes” for a specific page. Pages with a high number of backlinks tend to have high organic search engine rankings.

Backlinks are important to SEO. Right now we have about 30K quality live backlinks.



Audience Overview

Beneath the graph are top-level session details showing you the number of users who have performed sessions on your website, page views, pages per session, average session duration, bounce rate, and the percentage of new sessions.

You can see that we have been slowly improving all the time, and starting with June 2021, the number of user sessions on the website has doubled. This is logical because, starting with May, we have pushed Speciality pages live and more than 60 new microsites.

1,096,870	1,095,903	1,328,792	1.21
Users	New Users	Sessions	Number of Sessions per User
1,800,957	1.36	00:00:50	80.20%
Pageviews	Pages/ Session	Avg. Session Duration	Bounce Rate

Behavior Overview

The Behavior Overview report focuses on individual pages of your website, as opposed to the entire site. It gives you an overview of page views, unique page views, average time spent on each page, bounce rate, and exit rate.

On this graph, you can see that since June 2021, we have increased in page views.

1,801,029

Pageviews

1,601,156

Unique Pageviews

00:02:07

Avg. Time on Page

80.20%

Bounce Rate

71.85%

% Exit

Clicks:

How often someone clicked a link from Google to your site.

Impressions:

How often someone sees a link to your site on Google.

If we look at Google Search Console results, we can see that Total Clicks and Total Impressions have had a huge improvement starting with June 2021.

1.66M

65.1M

2.5%

17.9

Total clicks

Total impressions

Average CTR

Average position

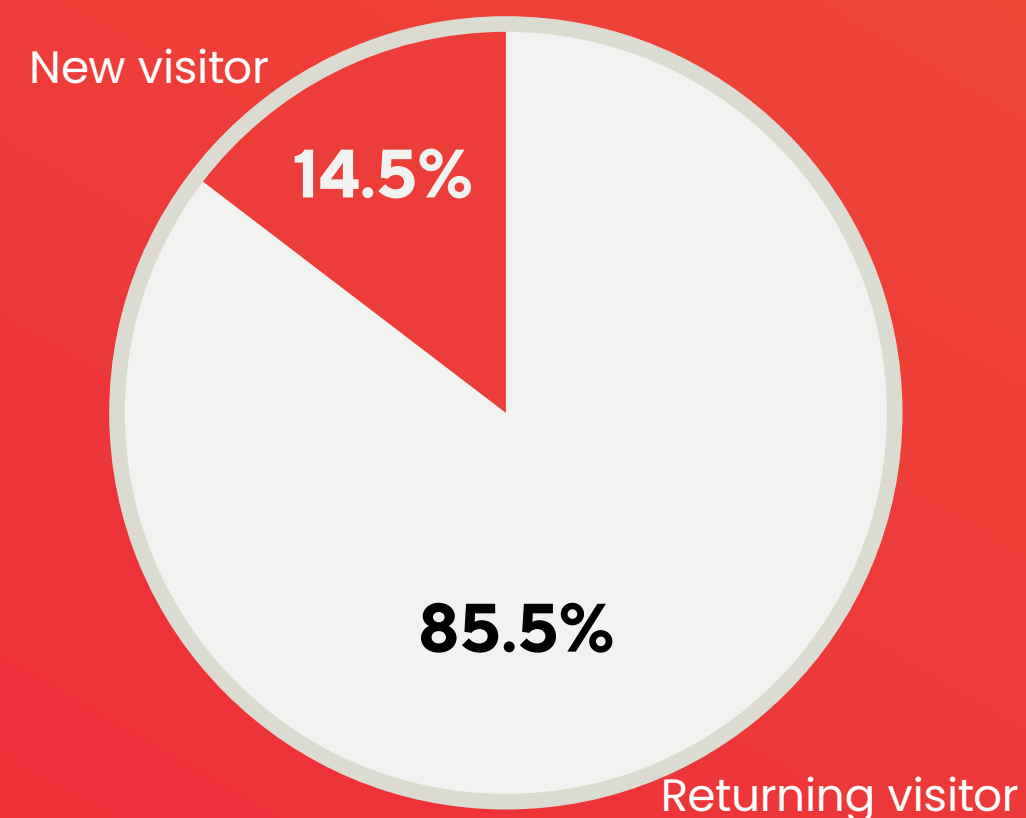
Topline Corporate Only

- Audience Overview - Since January 2021, we have started tracking URLs that belong only to the Corporate site. On this graph, we can see that the progress is noticeable month over month.

Users	New users	Sessions	Number of Sessions per User
315,972	310,441	384,437	1.22

Pageviews	Pages/ Session
489,147	1.27

Avg. Session Duration	Bounce Rate
00:00:39	84.89%



Topline MD Benefits:

1. Search Benefits – Since a microsite has its URL, your company will now have another website that prospects and clients can land on to learn about you. The microsite will contain an assortment of keyword-rich language specific to the topic of the site, which is highly valued by Google and search engines. If you have a blog on your microsite, then this will increase your SEO value even more.

2. Faster Development – It is easy to build microsites, do SEO and start campaigns. After everything is implemented, the microsite will get strong DR and it can easily get high-quality backlinks because of the quality website that stands behind that microsite. Backlinks that we build for microsites, also make our domain stronger.

3. More Content – SEO content improves your visibility on search engines which drives traffic to your website and encourages people to purchase your products/services. Adding microsites to our domain is good for us because all Organic SEO/Advanced Organic SEO microsites have high-quality written blogs and optimized services pages. More content means more users and clicks.

4. Increased Brand Awareness – A microsite dedicated to your campaign will help increase awareness not only of the specific clinic but also of your brand. It will also help increase the overall excitement around the subject of the microsite.

5. Increased Public Interest – A sure plus for any business, having increased public interest means your site is effectively fulfilling its purpose. It is no doubt that microsites are natural audience grabbers. As it acts like several little homepages, microsites give you more opportunities to attract audiences.

Microsites Benefits:

- 1. SEO Benefits** – Topline MD will easily make your site visible on Google.
- 2. Effective Branding** – If you want to launch a new Microsite, you'd want it to stand out from its mother brand.
- 3. More trusted places** – If you are a part of a trusted Medicare community, people will often choose your clinic over the one that is not.
- 4. Faster Development** – If your clinic is part of Topline MD, it will be easier to build a trusted microsite, because of the high-quality links that they have, and the strong domain rating. Since there is a button – Find a provider – users can always find your clinic on Topline MD and that also means that your website will have interlinks between main websites.



1.Website Maintenance

Green OB/GYN Associates

Just because they became part of the Topline system, their Domain Rating, Organic traffic, and Backlinks became stronger.

The main difference between these websites is the number of indexed pages. That makes a difference in the number of traffic and organic keywords. Websites with more services mean more content.

This website was launched on 11/06/20.

Backlinksⁱ

14 +2K

Recent 30
Historical 47

Referring domainsⁱ

8

Recent 22
Historical 25

373,826

Ahrefs Rank

URⁱ

11

DRⁱ

56

Organic keywordsⁱ

261 +8

PPC 0

Organic trafficⁱ

560

Traffic valueⁱ

\$575

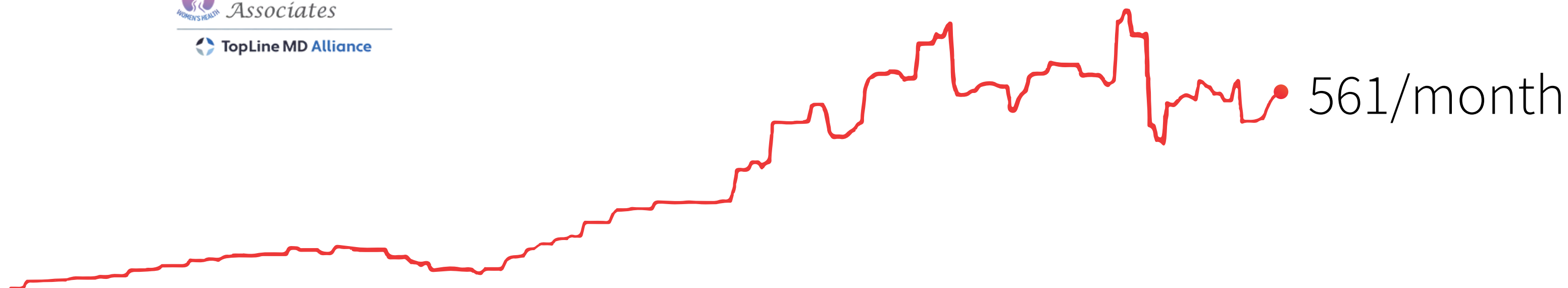
PPC \$0



Organic trafficⁱ **561** ↑

 *Green OB/GYN
Associates*

 TopLine MD Alliance



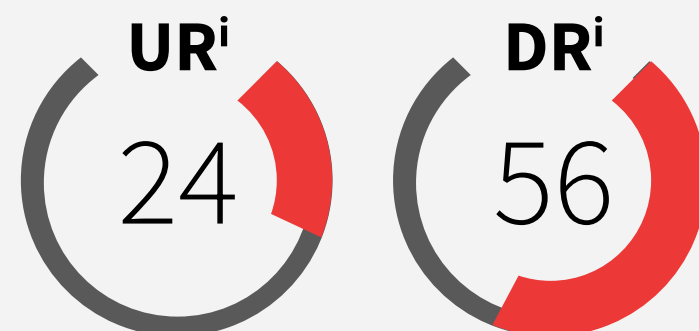
2. Website Maintenance

Kings Bay Pediatrics

This website was launched on 3/9/2020

373,826

Ahrefs Rank



Organic keywordsⁱ

552 +44

PPC 0

Organic trafficⁱ

1.7K

Traffic valueⁱ

\$6.8K

PPC \$0



Backlinksⁱ

191 +1

Recent 300
Historical 489

Referring domainsⁱ

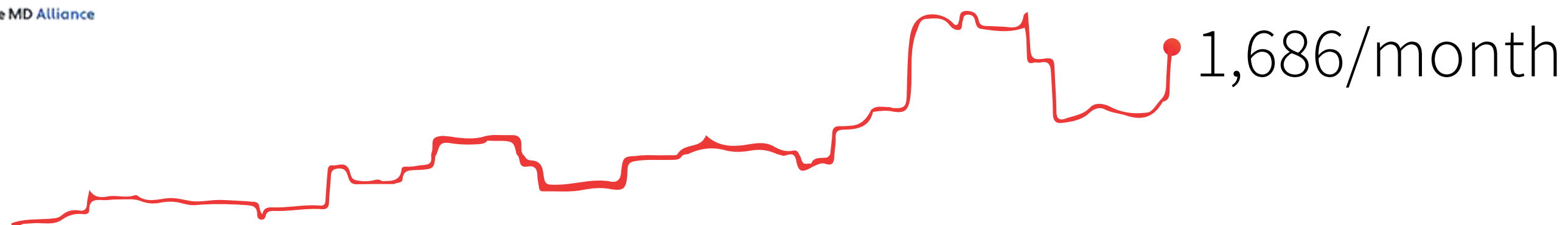
63

Recent 75
Historical 116

Organic trafficⁱ **1,686** 

**KINGS BAY
PEDIATRICS**

 TopLine MD Alliance



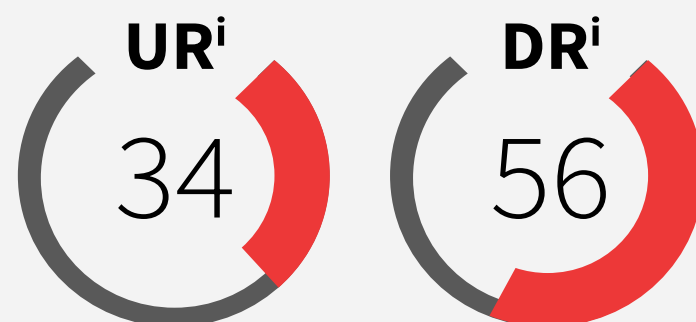
3.Website Maintenance

FemCare Ob-Gyn

This website was launched on 6/17/2020

373,826

Ahrefs Rank



Organic keywordsⁱ

354 +36

PPC 0

Organic trafficⁱ

945

Traffic valueⁱ

\$316

PPC \$0



Backlinksⁱ

703 -1

Recent 807
Historical 928

Referring domainsⁱ

125

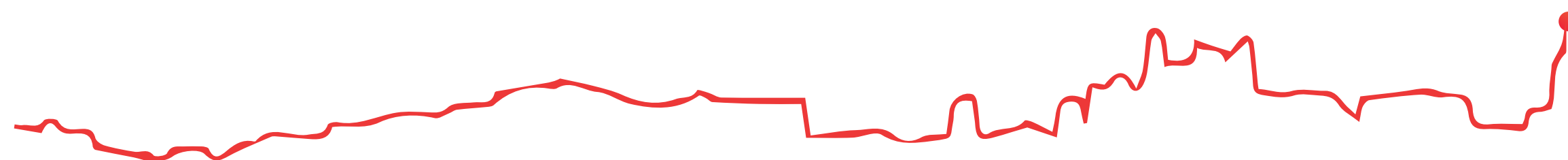
Recent 146
Historical 178

Organic trafficⁱ

945 ↑



TopLine MD Alliance



945/month

Benefits of Website Maintenance

Website maintenance is the simple act of regularly checking your website for problems and then making sure that everything is up to date and relevant.

You need to do this consistently to ensure that the website remains updated, safe, and secure. This encourages traffic growth and boosts your SEO and rankings on Google.

Why Website Maintenance Is Very Important:

Regular Updates - You need to check if new updates have been released, and then execute them. Script updates also play an important role; if you fail to regularly run updates on the site, there's a strong chance that the website will be exposed to hacks.

Backups - This one goes without saying: all of the content and data on a website needs to be backed up regularly. Backups are essential for website owners in case something goes wrong; a server crash or a hack may bring down the website completely.

Security - Now and then, even the biggest websites get hacked.

Site Monitoring - Site monitoring is an all-encompassing term for different activities that are carried out to test a website or web service for availability. It refers to any activity that checks the performance, availability, and functions of a web service or website.

Analytics - Collecting data and opportunities to track it.

Support - Every clinic can get support whenever they need it for their website. Some of the most common website maintenance services include: checking for 404 errors and server redirects, removing spam comments, updating the content, testing page speeds, checking any opt-in forms.

Project Management - Someone who will care about your project all the time.

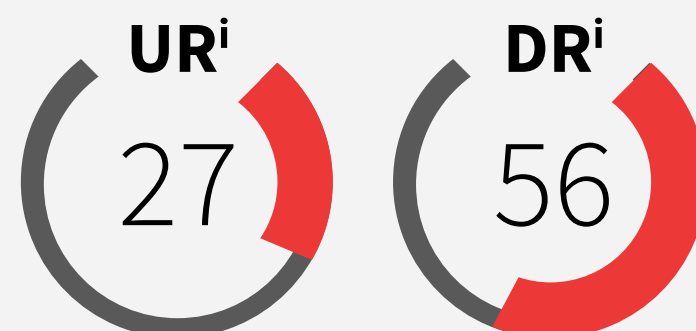
4. Maps:

Miami OB/GYN

Launched on 6/19/2020

377,085

Ahrefs Rank



Organic keywordsⁱ

15.5K^{+2K}

PPC 0

Organic trafficⁱ

14.3K

Traffic valueⁱ

\$21.1K

PPC \$0



Backlinksⁱ

304

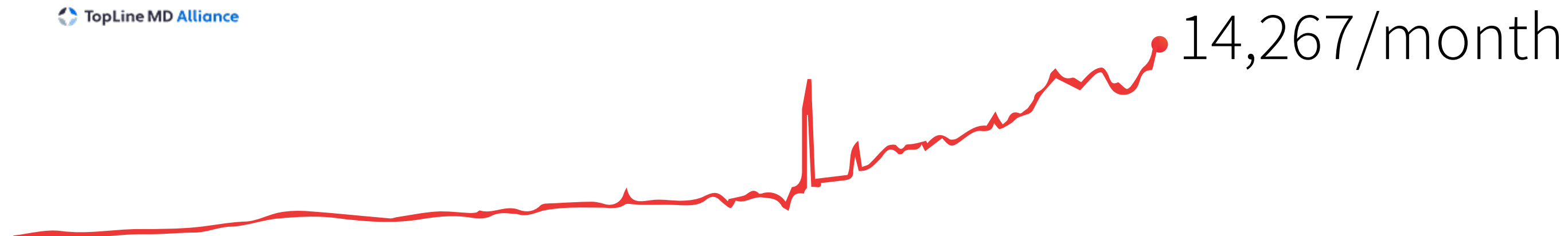
Recent 576
Historical 867

Referring domainsⁱ

95

Recent 139
Historical 174

Organic trafficⁱ **14,267** ↑



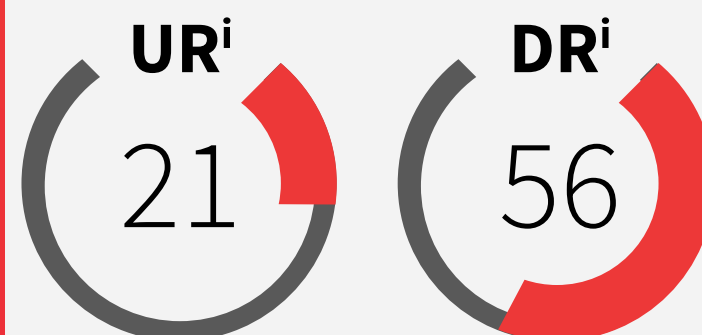
5. Maps:

Pembroke Pink Imaging

Launched on 03/11/2020

377,085

Ahrefs Rank



Organic keywordsⁱ

335

PPC 0

Organic trafficⁱ

1.1K

Traffic valueⁱ

\$50

PPC \$0



Backlinksⁱ

84 -1

Recent 243
Historical 408

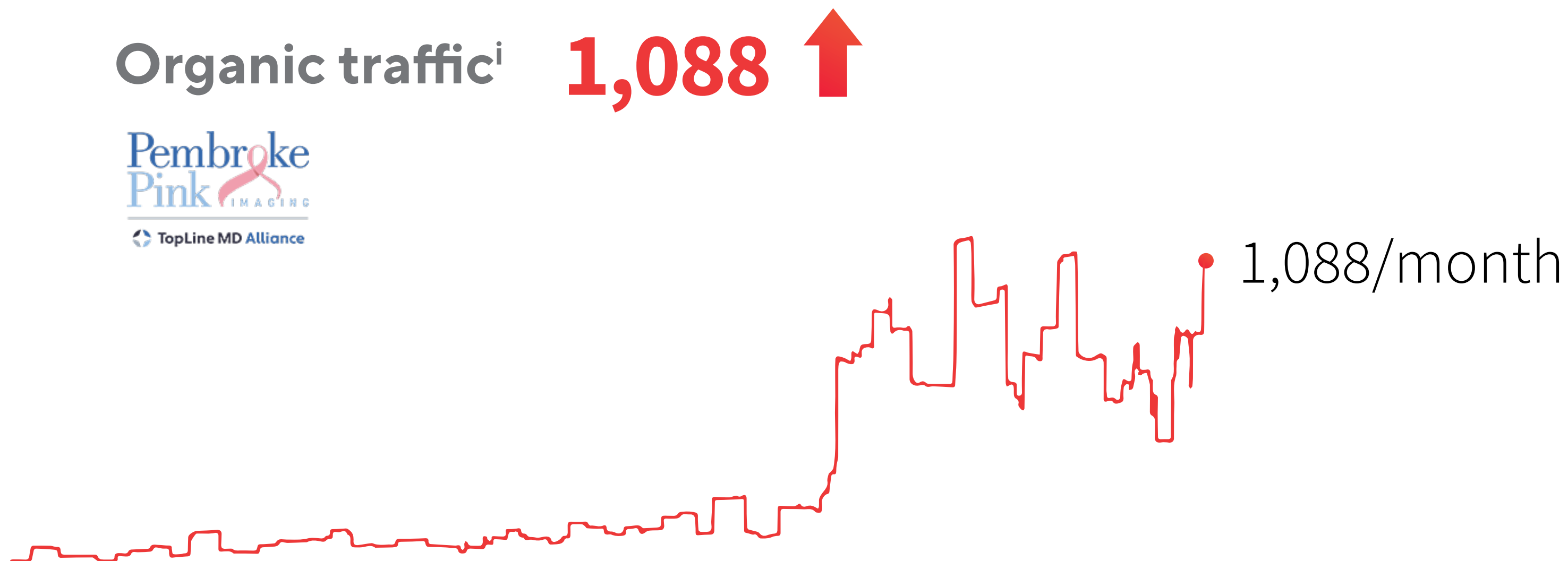
Referring domainsⁱ

33

Recent 43
Historical 81

Organic trafficⁱ

1,088 ↑



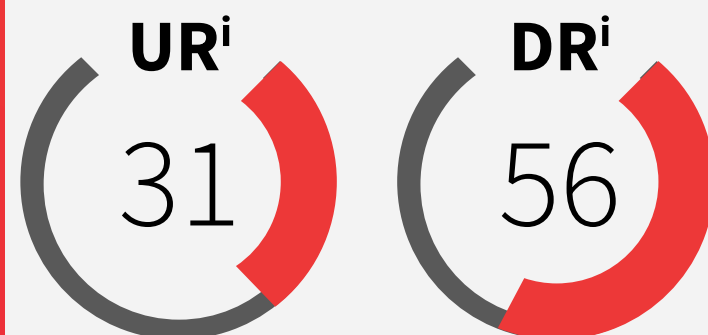
6. Maps:

Diagnostic Center for Women

Launched on 03/11/2020

377,085

Ahrefs Rank



Organic keywordsⁱ

447 +83

PPC 0

Organic trafficⁱ

1.2K

Traffic valueⁱ

\$2.6K

PPC \$0



Backlinksⁱ

268 +1

Recent 580
Historical 1K

Referring domainsⁱ

75

Recent 104
Historical 168

Organic trafficⁱ **1,169** 



1,169/month

Benefits of Maps Optimization:

A GMB optimization service can help your business rank higher on search engines.

Google My Business is an essential part of any business's online presence and often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever.

If your customers want to find your new opening hours or want to call you to inquire about your health and safety protocols, you can bet they probably aren't going to crack open the Yellow Pages. Instead, they're going to Google your business's name and check the right-hand panel for the information they need. If it's not there, they might look elsewhere.

Google My Business has always been important because it's often the first thing your customers notice when they search for your business. There are many benefits of GMB. Here are a few key benefits to give you an idea of what's to gain by optimizing your GMB account:

- Boost online visibility
- Increase exposure in local search results
- It sets an immediate first impression for searchers who see your business's essential info listed on the right-hand side of the interface
- GMB has Google Maps integration, which makes it easier to find your business on the world's most widely used mobile map and directions app
- Direct messaging optionality — customers can send messages directly to your company phone or email via the GMB interface
- Enhance your rankings on Google with optimized content that caters to user intent keywords found within GMB profiles. The goal is to boost conversions when users land on your GMB listing with higher-ranking keywords.
- Provide detailed reports on the business' GMB performance to help you analyze your progress.

Other benefits of the Maps Optimization package:

- Call Tracking and Reporting - Important for improving users' experience with your clinic.
- Citations - Link building for each office and content page to target keyword-focused traffic growth of organic growth
- Click-through rate reporting
- Website Edits
- Keyword Ranking - Tracking keywords for which the clinic is ranked on Google Maps.
- Optimization of directory listings with unique content
- Link removal
- Project Management + SEO - Executive Digital's Project Management Team will lead the SEO and backlink process using our Teamwork Projects App, allowing full transparency in every step of the SEO, including full, custom-built reports with full automation.



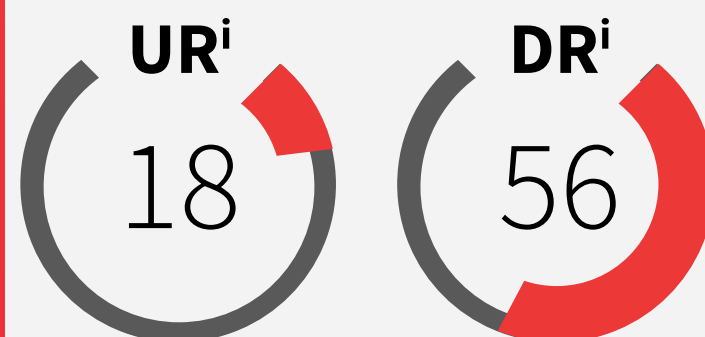
7.Organic + Maps:

Carreras Medical Center

Launched on 03/11/2020

377,085

Ahrefs Rank



Organic keywordsⁱ

20.4K +5K

PPC 0

Organic trafficⁱ

48K

Traffic valueⁱ

\$78.6K

PPC \$0



Backlinksⁱ

329 +5

Recent 473
Historical 617

Referring domainsⁱ

120

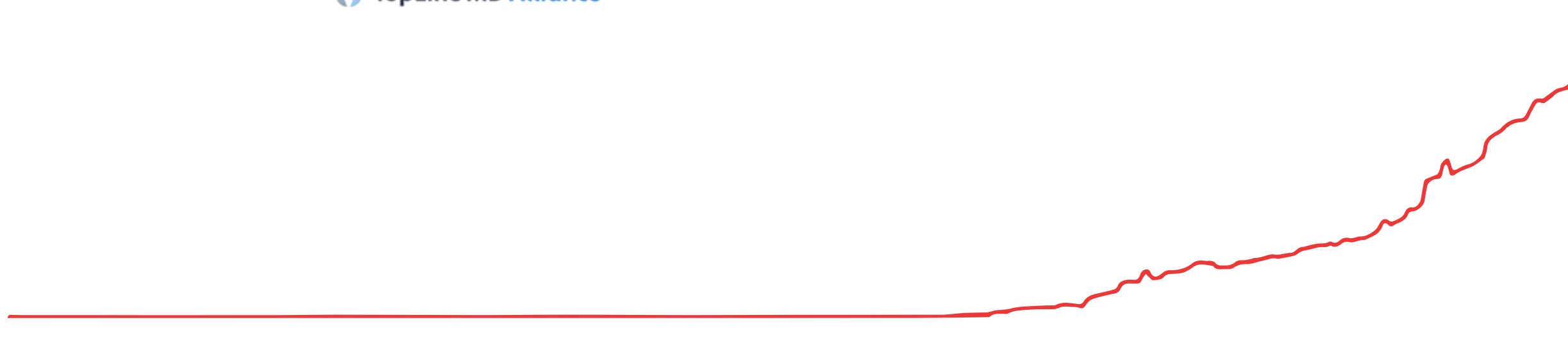
Recent 136
Historical 141

Organic trafficⁱ **47,990** ↑



TopLine MD Alliance

47,990/month



8.Organic + Maps:

Women’s Care of Bradenton

Launched on 10/15/2019 - Topline Pilot

377,085

Ahrefs Rank



Organic keywordsⁱ

9K +694

PPC 0

Organic trafficⁱ

36.8K

Traffic valueⁱ

\$56.2K

PPC \$0



Backlinksⁱ

488 +12

Recent 745
Historical 1.14K

Referring domainsⁱ

191

Recent 227
Historical 270

Organic trafficⁱ **36,779** 



 TopLine MD Alliance

36,779/month

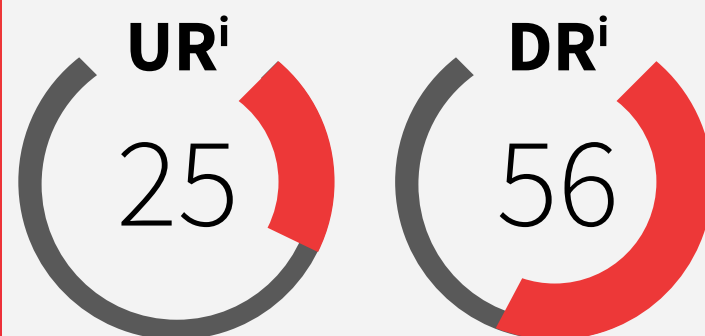
9.Organic + Maps:

Worldwide Pediatrics Group

Launched on 4/2/2020

377,085

Ahrefs Rank



Organic keywordsⁱ

3.8K +180

PPC 0

Organic trafficⁱ

2.8K

Traffic valueⁱ

\$1.5K

PPC \$0



Backlinksⁱ

278 +1

Recent 417
Historical 495

Referring domainsⁱ

90

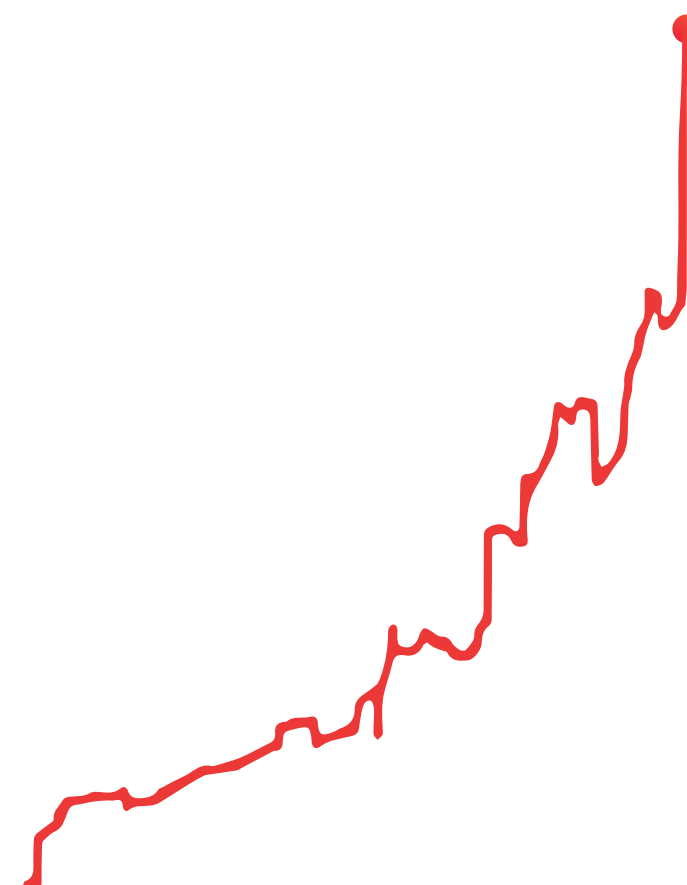
Recent 108
Historical 141

Organic trafficⁱ **2,757** 

WORLDWIDE  PEDIATRICS

 TopLine MD Alliance

2,757/month



Benefits of Organic SEO

There are two types of results that come up when you enter terms into a search engine: Paid adverts and organic results.

Organic traffic costs nothing for the engine to appear. However, they must be relevant, authoritative, and high-value to grow strong enough to reach the top.

For anyone without organic **SEO expertise,** the key to getting your website at the best positions in the SERPs, or search engine rankings (top of the first page), is to **take advantage of **SEO** services.**

Organic SEO

On-page optimization is included in this process. That means:

1

Improving the content, including body text, title tags, alt-text, and headings: Web pages are filled with all kinds of content. Our SEO team can make sure that it's available in sufficient amounts, optimized for the right target keywords, and ensuring it resembles natural language.

2

Improving URL structure: The site structure needs to be easy for both crawlers and users to understand.

3

Improving Interlinking: Natural links are a key indicator of site quality to search engines rankings algorithm.

4

Conversion Optimization: User experience depends on the website design and site content that's relevant for potential clients. Conversion rate increases when the visitor sees the right phrases immediately. To boost the conversion rate and reduce the bounce rate, you have to be sure that users find solutions to their problems right away. In many cases, conversion rate optimization leads to a better ROI.

5

Keyword research that meets search intent. Our SEO team will find the best keywords and make sure that the clinic is ranking for the right keywords.

6

Content management: Blogs are a very important part of a website. That means new content, a lot of new users, and possible patients. Also, blogs are good for interlinking strategy and visibility of the website.

SEO

Off-page optimization is included in this process. That means:

1. SEO plugin: Plugin that helps us with SEO optimization.
2. Link Building: Backlinks are essential for growth and for demonstrating to search engines that your focus is authentic and recognized by others in the niche. Due to the weight they're currently given, they are one of the most essential keys to growth.

Some of the benefits of using SEO Organic Package:

- High ROI – SEO offers the highest level of ROI (return on investment) than any other form of marketing.
- Long Term Results – Once implemented ethical SEO can leave you with long-term positions and rankings on the search engines as opposed to PPC which often provides short-term results.
- Cost-Effective – SEO is recognized as one of the most cost-effective marketing channels.
- 24/7 Promotion – The internet never sleeps and by investing in SEO you can ensure you have brand exposure all day, every day.
- Increased Brand Awareness – With online marketing and SEO you can improve your brand visibility.
- Cross-Browser Compatibility – SEO can ensure that your website looks great no matter which web browser you view it in.
- Increased Accessibility – SEO techniques can help make your website more accessible.
- Targeted Traffic – With SEO, the visitors you bring to your site are more likely to be actively searching for your products and services.
- Project Management + SEO – Executive Digital's Project Management Team will lead the SEO and backlink process using our Teamwork Projects App, allowing full transparency in every step of the SEO, including full, custom-built reports with full automation

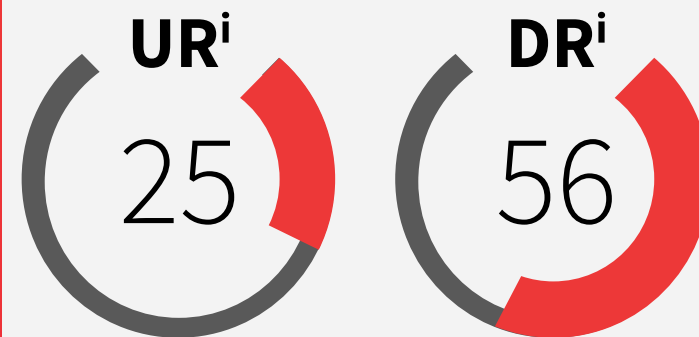
10.Social Media and Organic

Trogolo OBGYN

Launched on 10/31/2019

377.085

Ahrefs Rank



Organic keywordsⁱ

2.3K +328

PPC 0

Organic trafficⁱ

938

Traffic valueⁱ

\$586

PPC \$0



Backlinksⁱ

167 +7

Recent 266
Historical 549

Referring domainsⁱ

83

Recent 116
Historical 165

Organic trafficⁱ

941 ↑



Benefits of Social Media Optimization

Increased Brand Awareness - Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility.

More Inbound Traffic - Without marketing your business on social media, your inbound traffic is limited to your usual customers. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle.

Improved Search Engine Rankings - Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings.

Higher Conversion Rates - Social media marketing allows your business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand. People prefer to do business with other people, rather than companies.

Better Customer Satisfaction - Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message.

Benefits of Social Media Optimization

Improved Brand Loyalty - One of the main goals of almost all businesses is developing a loyal customer base.

More Brand Authority - Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible.

Cost-Effective - Social media marketing is possibly the most cost-efficient part of an advertising strategy.

Gain Marketplace Insights - One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles, you can see customers' interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence. Using social media as a complementary research tool can help gain information that will aid you in understanding your industry.

Thought Leadership - Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field.

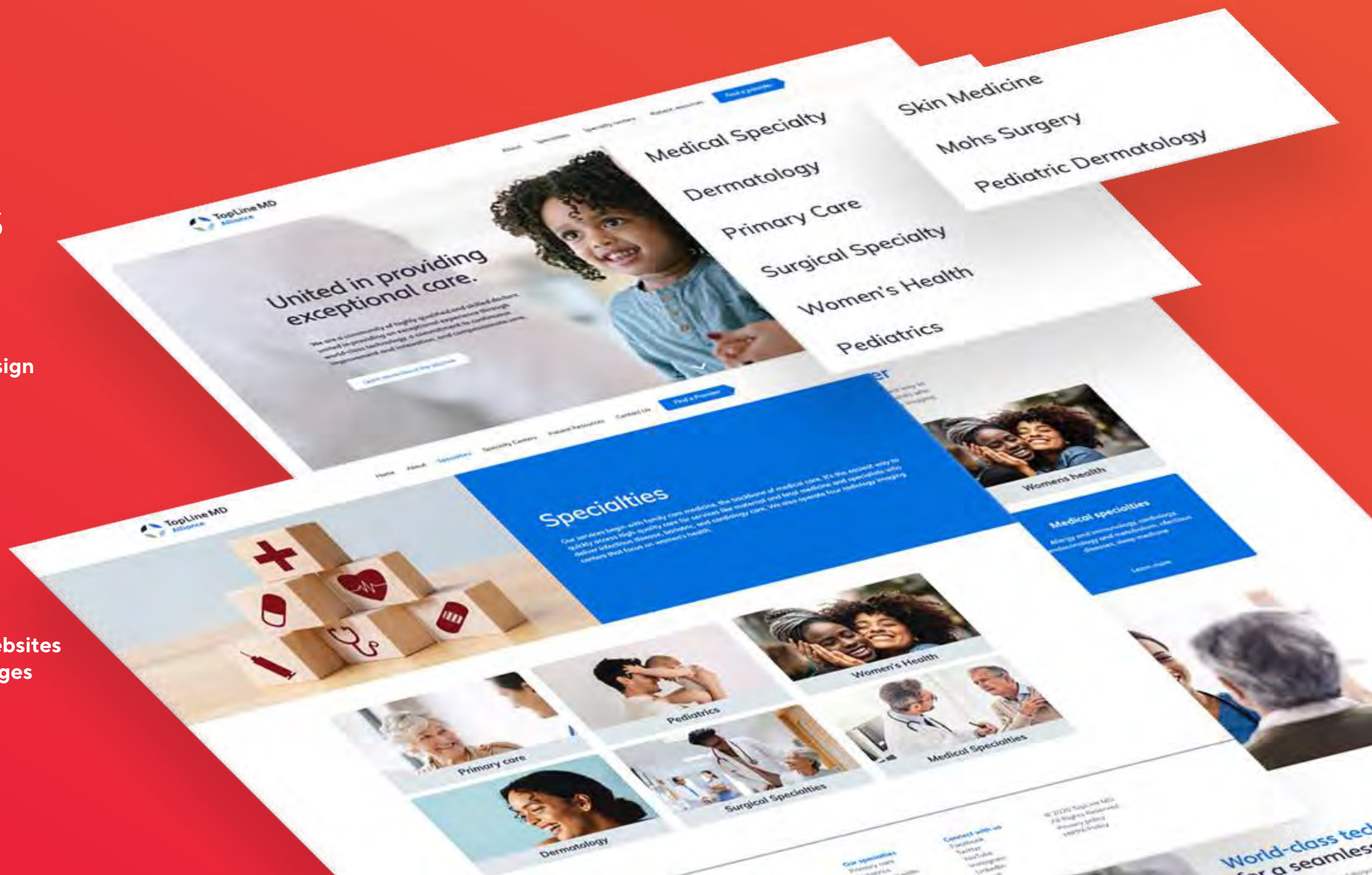
SOW

Services

Users Journey
Web Architecture
UX/UI
Responsive Web Design
Key Word Search
Content Creation
SEO
A/B Testing
Maintenance

Result

250+ Connected Websites
2,200 Optimized Pages
1 Ecosystem



"In the last 5 months since we launched our website and SEO campaign with Executive Digital, we have experienced a 300% increase in traffic to our site, and our growth in new patient inquiries can be summed up as "super fantastic". Thank you, we will be renewing our contract with Executive Digital immediately, sign us up!"

Christina Weingard,
Office Manager
Women's Care of Bradenton

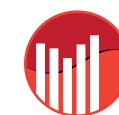
The Future is Better, Together

The collaboration and partnership between our Executive Digital team and the TopLine MD team was critical to the successful launch of the new ecosystem.

With a unified, co-branded digital presence, TopLine MD is now positioned to keep patients in-house and attract new patients to the group, demonstrating why they are the top choice for healthcare services in the communities they serve.

As a result, the Alliance is now powered to grow and scale, with us at the helm supporting all their digital needs.

Each TopLine MD practice affiliate can take advantage of more digital marketing programs to further optimize their microsites, tap into social media marketing services and even leverage our expert resources for online paid advertising at the practice-level.

**EXECUTIVE DIGITAL****TopLine MD**
Alliance

Ready to Grow Your Health Network?

We'd love to talk to you today!

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EXECUTIVE DIGITAL