



Schema Implementation for Sitecore Boosts SEO Visibility for Regional Hospital System

Engagency Case Study

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Challenge

Our client, a regional hospital system, is consistently ranked as one of the best hospitals in Texas by U.S. News & World Report and employs over 800 physicians in San Antonio.

They needed a Sitecore expert who could easily integrate their database with the content displayed on their website. They also wanted to automate the pull of this data into the website via API and make it SEO-friendly, by leveraging [schema](#) and other on-page SEO best practices. This would help increase their organic traffic and drive more potential patients to their website.

After interviewing a few development firms, the client chose Engagency as their Sitecore development partner. “[We] were impressed by the quality of work. Engagency is extremely collaborative, and always makes an effort to go above and beyond,” their Digital Marketing Manager.

Solution

While designing the Sitecore build, the Engagency team ensured each page had the proper header structure for SEO, implemented front-end code for user reviews, and added schema for doctors, medical organizations, doctor’s offices, the hospital, and events.

The Engagency team integrated multiple API feeds to import data on facilities, clinics, and doctors from the database to the website, and set it to automatically update on a daily basis. This data was then transformed into the appropriate schema for the page—for each of the 800+ doctors, dozens of office and hospital locations, and near-daily events.

For example, for each doctor, Engagency used the API to map various details about the doctor—including their medical school, specialties, contact information, and associated locations—to display on the doctor’s bio page on the client’s website. Then, these details were mapped to the appropriate field for doctor schema in the page code, allowing it to appear in the Google Knowledge Graph.

Engagency also modified the data so that schema would automatically populate and map to appropriate data fields on the page, preventing the need for their marketing team to have to dig into the code to insert schema whenever new information (or a new page) was published about a doctor, location, or event.

Results

The client’s new website, built in Sitecore, was designed to empower their team to achieve marketing goals from all fronts. Feature enhancements and automated database integration better serve their current clients, while SEO improvements attract new ones.

The API integration makes it easier for current patients to discover more content, while the SEO enhancements help more patients discover our client as a healthcare option when they are searching in Google. Schema enables their medical providers, facilities, and events to display on Google’s Knowledge Graph, expanding the organization’s visibility in Google search.

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