

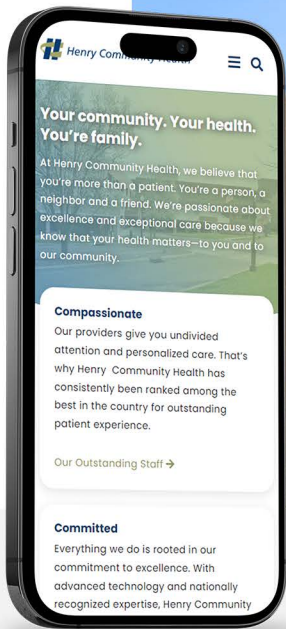
# Henry Community Health Microsite Case Study

How BoxCrush Centralized Information, Promoted Organic SEO, and Improved the Patient Experience



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## Background

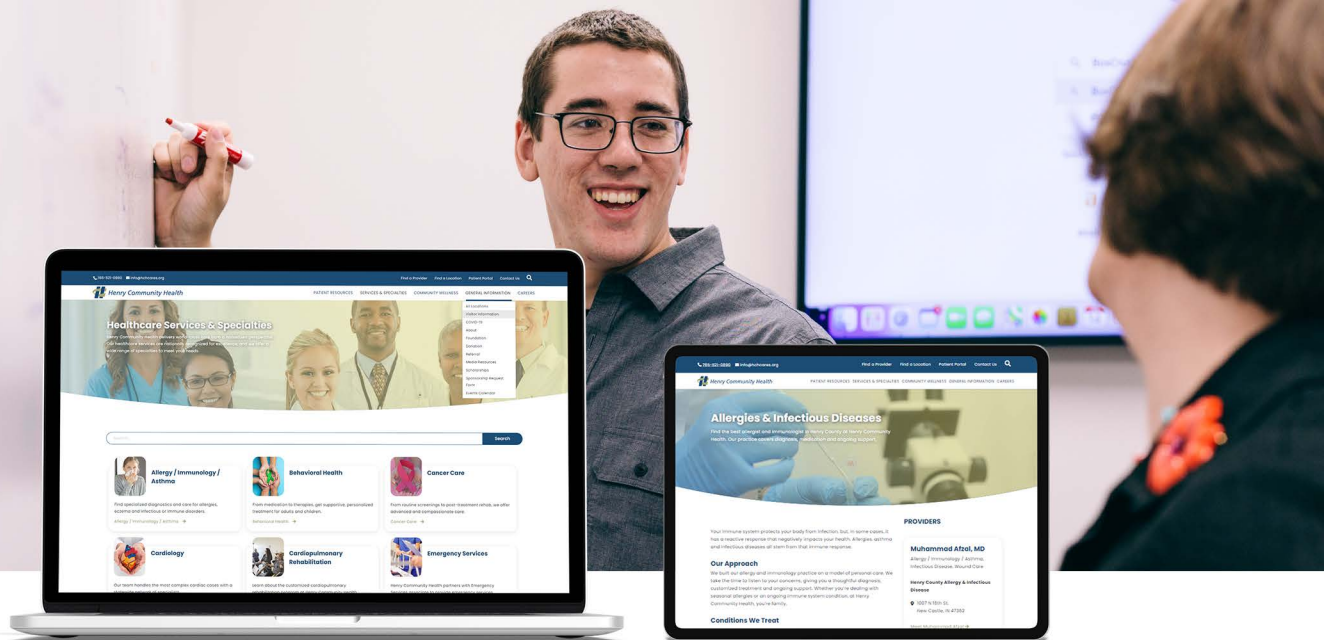
A rural hospital system had a group of specialty physicians who were frustrated by the system's main website. It was slow, bogged down with excess information, and poorly designed. They couldn't update or add content easily. A few physicians decided to build their own solution. They created a series of "microsites" where they promoted their expertise and provided information for patients who wanted to know more about their services. They also had direct control of the content and editing. There wasn't much consistency between each website.

## Challenges

Henry Community Health eventually came to BoxCrush for a solution for their outdated website. BoxCrush provided a fully custom website that underwent a complete content, organization, and design overhaul. The results offered a streamlined patient experience and fast access to relevant content. The hospital team started to worry that patients would be confused by the microsites versus the main website or that traffic would be driven to the microsites instead of the main hospital website. The hospital felt it was time to move on from the microsites, but the physicians who controlled them were worried they'd lose valuable information for current and potential patients.

## Solutions

BoxCrush went about crafting a two-pronged strategy. First, we knew we had to show the specialty physicians that they would not lose any traffic or information. Instead, they could integrate it into the much more authoritative main website and gain better visibility. Second, we had to thoughtfully preserve and prune the existing information on the microsites and migrate it into the main website.



## Microsites Audit

The BoxCrush team performed a comprehensive audit of the microsites. There were a few key takeaways that helped demonstrate the value of moving the microsite information.

- Most of the microsites had an average monthly traffic range of 0-4 with a maximum of 22 visitors in a month
- The microsites had fewer than 10 referring domains each
- The maximum number of keywords that ranked in the top 10 was 5 at the most
- The highest domain rating for any of the microsites was 2.6

The audit demonstrated clearly that the microsites were not driving traffic, leads, or conversions in any meaningful way. We also showed them data for the main website that showed exponentially higher numbers for all of the same data points.

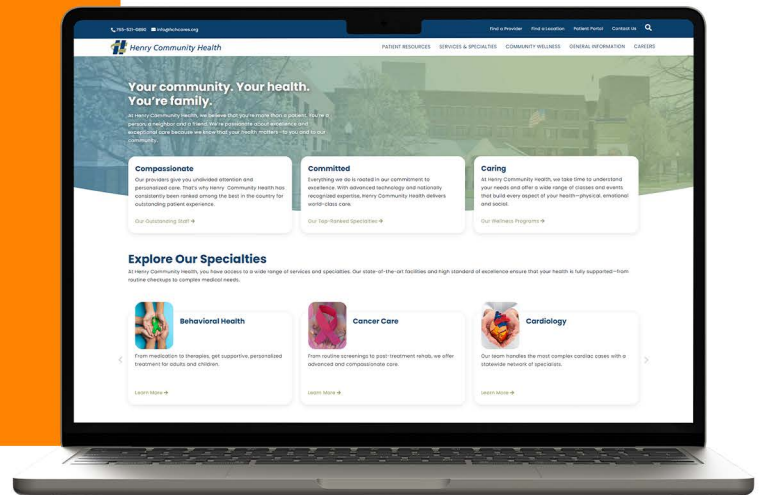
## 2 Content Migration and 301 Redirect Planning

The BoxCrush SEO and content team collaborated to craft a plan that would preserve the relevant information from the microsites and redirect any potential traffic, backlinks, or search authority to a relevant page on the main website. The process included several steps.

- A full domain exploration to find all URLs associated with each microsite
- A comprehensive content audit of all URLs
- 301 redirects of microsite URLs, to preserve backlinks, with redundant information to the correct main website URL
- Addition of microsite content to existing URLs on the main website, including improvements to physicians profiles
- Creation of new, search optimized landing pages to promote specific services and procedures described on the microsites

## Content Migration and 301 Redirect Planning

After all content and redirects were approved, the changes went live on the main website and produced exceptional results.



**Increased domain authority:** The main website went up 2 points in a matter of months without any paid ads or paid backlinks.

**Increased organic keywords for specialty pages:** The majority of content was added to two main specialty pages on the HCH website.

- One page saw a 129% increase in organic keywords in the top 10
- The second page saw a 500% increase in organic keywords in the top 10

**Increased organic keywords associated with specific conditions and procedures:** The main hospital website gained 69 organic keywords associated with keywords targeted on the new search optimized landing pages.

**Increased visibility for the main hospital website and the microsites.** The main hospital website gained 43 additional backlinks through redirection. The physicians' pages benefited from the existing traffic that was already coming to the hospital website, increasing traffic and visibility for the physicians.

**Improved physicians profiles:** The specialty physicians who were initially concerned about the project had more comprehensive profiles that included links to the new pages, making them easier for current and potential patients to find.





*“Our goal wasn’t just to consolidate information — it was to create a better experience for patients and give the physicians confidence that their content would be even more visible and effective within a stronger, unified platform. The data proved what we believed all along: bringing everything under one well-optimized, authoritative site would benefit everyone involved.”*

**Dan Finney**

BoxCrush Founder & President



## Client Testimonial

*BoxCrush is a great team!!! They designed our new website and we are so pleased with the final product. We have thrown many tweaks their way and they are always willing, quick to respond and so easy to work with. We started with website design only, but have since added many other BoxCrush services to our contract. We feel like they are a part of our team. Highly recommend!!!!*

**Luci Welch**  
Director of Marketing & Public Relations  
at Henry Community Health



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**CONTACT US**

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