



IDS BOOSTS AMERICAN FAMILY CARE'S WEB PRESENCE WITH NEW SITE LAUNCH

OPPORTUNITY: Founded in 1982, American Family Care (AFC) has used its model of putting the patient first and providing an alternative to emergency room care to become an industry leader and patient favorite at every one of their 225+ clinics across the country.

IDS has been supporting AFC in their digital marketing efforts since 2017, and in 2020, was tasked with: improving the user experience and sales funnel movement on their franchise website. This initiative was achieved in part by improving site navigation and updating messaging; to speak to the brand's unique value propositions.

GOALS AT LAUNCH:

- Modernize and improve SEO
- Align to buyer personas
- Improve user experience
- Drive high-intent keyword ranking



IDS STRATEGY

Franchise digital marketing is a specialized effort that requires in-depth knowledge of both its strategies and the brands it's meant to benefit. IDS is a leader in developing effective end-to-end digital marketing programs to improve the quantity and quality of franchise leads. Given AFC's objectives, the IDS team decided on the following actions:

WEBSITE REFRESH:

With the intent of boosting user experience and providing more relevant content, IDS re-vamped the AFC franchise website with a redesign that improved internal linking and the level of user interaction, reflecting higher interest. New content was developed that reinforced value props and that helped guide visitors to the right places and pages, providing them the information they were looking for. This redesign and re-emphasis on the buyer's journey allowed AFC to identify higher and lower funnel activity and stay engaged with their best customers.

SEO KEYWORD OPTIMIZATION:

IDS took a holistic approach, auditing website pages and doing a gap analysis to identify areas of strengths and weakness. The result was a complete overhaul of content to take advantage of keyword opportunities and to optimize SEO. The strategy also focused on expanding keywords and using search platforms outside of Google to reach potentially untapped audiences.

CONTINUED OPTIMIZATION AND INVOLVEMENT:

To maintain AFC's top-tier status in terms of digital exposure, IDS continues to perform additional SEO monitoring for any potential broken links and optimized metadata, based on their Google Analytics performance.

From 2019 to 2020, AFC opened **48 new franchise locations** with increased interest going into 2021. IDS' top priority is to let our clients know we're an extension of their team; as part of that team, our focus for this year and beyond is to support AFC's ongoing efforts with consistent communication and clear goals and objectives.

"IDS, from the beginning, has approached AFC's problems or obstacles as their own. When we are looking at ways to approach new targets, solidify our existing spot in the market, or just making sure that we are on top of our marketing presence, I feel like I'm working with a coworker, not a vendor...There is a very serious drive to gain your business, but it's not at anyone else's expense. IDS tells you what they can do, and in every case, they have over-delivered."

SEAN HART,
V.P. of Franchise Sales & Development at AFC



About IDS: Our team of expert content and digital marketers has proven success and experience working with established franchise brands to emerging franchises. Founded in 2012, we partner with over 50+ franchises both domestically and internationally. Let IDS help you attract and convert franchise buyers and local customers to amplify your brand!

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