

Vitable Health increases SEO traffic by 85%

Discover how this modern healthcare provider expanded its search visibility and drove qualified traffic through a targeted SEO strategy focused on content, technical fixes, and authority growth.



Healthcare Service Provider

Vitable Health is a Philadelphia-based company founded in 2020 that partners with employers to provide affordable primary and urgent care for hourly workers and underserved communities. Their membership model includes same-day telehealth, in-home visits, and a local provider network, making quality care accessible without traditional insurance.

Lack of website traffic

Although Vitable Health had a strong value proposition and robust platform, it struggled with online discoverability. Most of the traffic came from branded search terms, while non-branded service-related keywords like “ACA health insurance” or “minimum essential coverage” barely ranked. With healthcare SEO becoming more competitive and generative AI changing how users find answers, Vitable Health needed a strategy to grow organic visibility and bring more potential employers through search.

Challenges

- Drive more non-branded search traffic
- Increase visibility for high-intent service queries
- Build authority through backlinks

Solutions

- Conducted a full SEO audit to fix technical and on-page SEO
- Acquired backlinks from authoritative sites
- Conducted keyword analysis to uncover new keyword ideas for GTM strategy

Results

- Within a few months, they got 161K impressions (+191%) across key queries
- 85% increase in organic sessions
- Homepage and employer portal pages saw the highest engagement

The solution

To address Vitable's SEO limitations, the company partnered with Segment SEO to implement a multi-phase strategy focused on technical cleanup, content refinement, and authority building. The engagement began with a full SEO audit, identifying crawl errors, poor metadata, and duplicate title/H1 tags across various blog pages. We introduced CMS fields to separate headings from SEO titles, improving keyword targeting without affecting UX.

From there, we built a new keyword strategy focusing on non-branded opportunities tied to healthcare compliance, SMB insurance, and telehealth searches. These were mapped to blog posts and landing pages, ensuring the right content matched searcher intent. Finally, we launched a link-building campaign targeting healthcare, benefits, and B2B sites to secure relevant mentions and citations for Vitable's services.



More traffic acquired from SEO sources

Over six months, our efforts helped Vitable Health expand its organic footprint dramatically:

- New blog posts began ranking for compliance and healthcare access terms
- Authority improved as backlinks increased from trusted domains

As a result, Vitable Health now drives more high-intent leads from SEO and is well-positioned to scale visibility as healthcare search continues evolving.

About Segment SEO

We're on a mission. Every day, we strive to help make SEO more meaningful, impactful, and understandable. At Segment, we envision a future where companies no longer view SEO as a mysterious black box—but rather as their most reliable channel for sustained growth. We aim to go above and beyond to serve our customers, offering a culture of openness and honesty. We believe that high-quality data has the potential to power a successful SEO program.

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