

How We Helped NOVA Pulmonary Build a Robust Patient Pipeline



NOVA Pulmonary is a pulmonary care practice serving patients across Northern Virginia. They had a solid reputation and a clear growth vision, but their new patient pipeline was almost entirely dependent on paid directories & Google Ads.

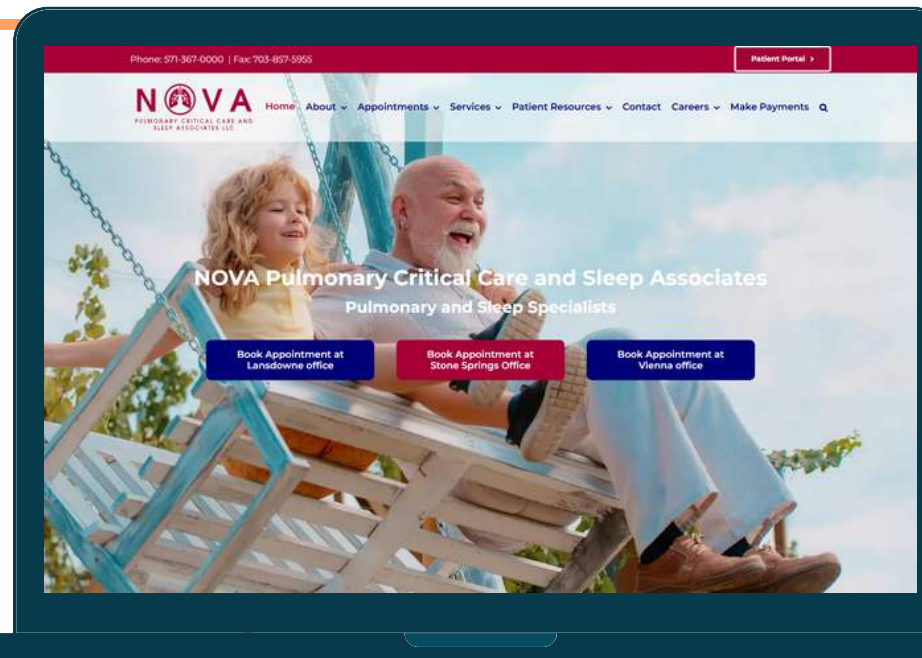
Paid ads were keeping the lights on, but they weren't building anything. Dr. Dubey had a three-year plan to change that by **building an organic presence** that could scale the practice without the constant ad spend. They came to us to make it happen.

They could serve patients across all of Northern Virginia, but online, they were **basically invisible**. Competitors with inferior care were outranking them simply because they had a stronger web presence.

We fixed that. We expanded their geographic footprint across the region, **rebuilt their content** around how real patients search for pulmonary care, and **filled the gaps** that were costing them appointments every day.

How we did it:

- Local Landing Pages
- Google Maps Optimization
- Content Strategy
- Authority Building
- Site Health Fixes
- Citation & Review Management



Our organic search traffic grew significantly after working with BCC – the results were clear.



DR. ADITYA DUBEY – FOUNDER | NOVA PULMONARY CRITICAL CARE & SLEEP ASSOCIATES

The Results

↑ 175%

Increase in Booked Appointments

↑ 126%

Increase in Organic Traffic

↑ 30%

Improvement in cost per lead