

Bupa, founded as the British United Provident Association in 1947, is one of the best known private healthcare providers in the UK. Its main activities are private health insurance, health assessment centres, care homes, and children’s nurseries.

Overview

In 2001, Bupa approached us to optimise its new web site, which was underperforming despite its strong reputation. Our site analysis revealed three critical areas that needed improvement:

- Better search engine performance
- Targeted page titles, meta descriptions and keywords
- More inbound links from other web sites.

The Initial Optimisation

Our first task was to improve the meta data for all pages throughout the Bupa web site. This involved extensive keyword research revealing that the web site did not cater for the keyword “health insurance” - despite this being the phrase most readily associated with its products.

This, along with considerable inbound link building, dramatically improved Bupa’s search engine rankings. Today the web site is consistently ranked in the top ten for Google searches on terms like “health insurance”, “medical insurance” and “private health cover”.



“ Brand Attention’s ability to help push Bupa into new and emerging technologies has proved an invaluable asset and one that we have capitalised upon. We have a very good day-to-day working relationship with their entire team and have always found them responsive to answer immediate and urgent issues that arise as part of our web programme. I am happy to recommend Brand Attention as a multi-talented digital agency. ”

Mark Newson
Head of Group Web Strategy and Marketing

Results

The figures below are an indication of the gains which have been made by Bupa since working with us.

| Search Phrase | Rankings May 2002 | Rankings March 2008 | Pages Indexed in Google |
|----------------------|-------------------|---------------------|-------------------------|
| “health insurance” | 25th | 2nd | 65,900,000 |
| “health information” | 440th | 8th | 85,100,000 |

The improved performance in search engine rankings has seen a significant rise in unique visitors referred by search engines. In May 2002 17,968 visitors were referred by search engines. In March 2008 the number of search engine referred visitors was 2,022,642. This represents an increase of 11,157%

Ongoing Maintenance

Our ongoing relationship with Bupa sees us providing updated meta data and content recommendations, including health fact sheets and news items. We also generate inbound links for the main web site and provide SEO services on four other Bupa business areas.

Bupa also turned to us for consultancy services with regard to new technology. As a result, we were selected to design and develop the new Bupa mobile compliant site which is enabling customers to learn more about Bupa’s services while on the move.

