

CASE STUDY:

# Tripling Organic Visibility and Establishing Category Authority in a Regulated Healthcare Market



## INDUSTRY

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Healthcare

## COMPANY PROFILE

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KanTime, a multi line healthcare EMR platform serving home health, hospice, and complex care providers.



KanTime, a multi line healthcare EMR platform serving home health, hospice, and complex care providers, partnered with Vonazon during a period of **product transition, regulatory uncertainty, and intensifying competition**. Marketing could not rely on feature announcements or roadmap driven campaigns. Authority had to be earned.

Through a structured **Marketer on Demand engagement**, Vonazon rebuilt KanTime's organic foundation from the ground up, integrating strategy, engineering, content, and performance execution into a single demand infrastructure.



## The outcome was measurable and transformative:

Ranking keywords increased  
from approximately

**1,000 to  
over 3,000**

Organic traffic  
grew from

**15,000  
to 53,000**  
monthly sessions

Backlinks expanded  
from

**12,000  
to 21,000**

KanTime  
achieved

**12,000  
to 21,000**  
for "longitudinal care," a  
core strategic differentiator



More than traffic growth, this initiative repositioned KanTime as a **credible, research driven authority** in a highly regulated healthcare market.



## The Business Context

KanTime operates in one of the most complex sectors in healthcare technology. Buyers are sophisticated. Regulatory requirements evolve rapidly. Sales cycles are research intensive and risk sensitive.

At the time of engagement, KanTime faced a strategic constraint. Product roadmap timing limited what could be promoted publicly. Messaging flexibility was reduced. At the same time, competitors dominated high intent search terms such as “**home health**” and “**healthcare software**.”

Marketing needed to deliver measurable growth without overpromising functionality.

**The mission was clear: increase visibility, strengthen credibility, and support enterprise sales without compromising brand integrity.**

# THE CHALLENGE

**KanTime's digital presence did not reflect its market maturity or technical depth.**

- Limited keyword coverage relative to competitors
- Inconsistent content velocity
- Fragmented topic authority
- Executive pressure to demonstrate ROI from marketing investment
- Saturation in broad industry search categories

Competing for terms like “home health” and “healthcare software” requires more than content volume. These categories are dominated by national vendors, aggregators, and review platforms. Breaking through requires **topical authority, technical precision, and sustained execution.**

There was also reputational risk. In regulated healthcare, superficial traffic gains do not translate to enterprise trust. Growth needed to be durable and strategically aligned with KanTime's differentiation.

# VONAZON'S APPROACH

Vonazon structured the engagement as an **integrated authority building initiative**, not a tactical SEO campaign.

01

Strategic  
Repositioning  
Around Core Pillars

02

Integrated Content  
Infrastructure

03

Technical  
Integration and  
Optimization

04

Authority and  
Backlink Expansion

01

## Strategic Repositioning Around Core Pillars

The engagement centered on  
three high value positioning pillars:



Rather than targeting head terms in isolation, Vonazon built structured content clusters designed to own intent across these categories.

The defining breakthrough was “longitudinal care.” Through strategic educational content development and technical optimization, KanTime achieved **Position 5 nationally**, securing Top 5 visibility for a term central to its differentiation. This established KanTime as a category authority rather than a peripheral participant.

02

## Integrated Content Infrastructure

Vonazon deployed a scalable content engine built around:



**SEO optimized blogs**  
addressing regulatory  
and operational  
complexity



**Ebooks** reinforcing  
thought leadership  
in multi line care and  
compliance



**Downloadable guides**  
designed to convert  
research driven buyers

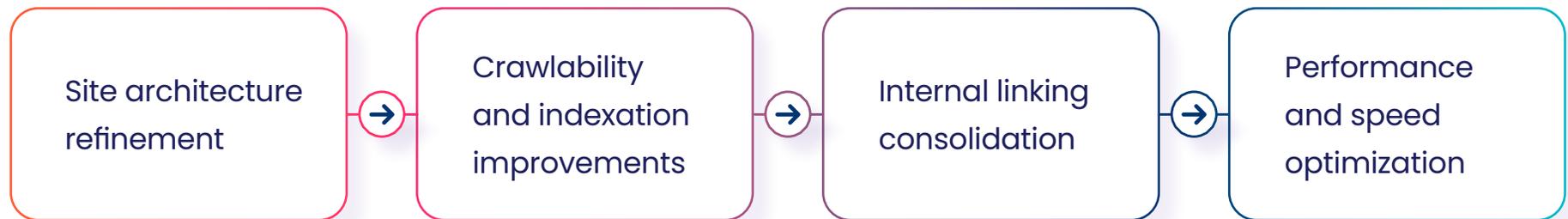
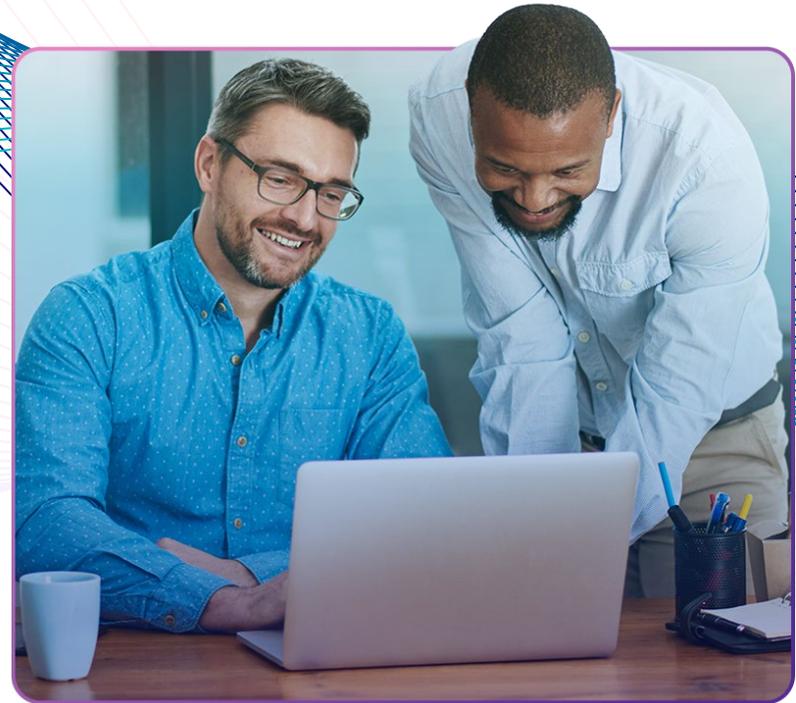
Each asset was mapped to keyword strategy, buyer journey stage, and internal linking architecture. Content was structured to reinforce topic clusters, not exist as standalone publications.

This approach transformed content from a marketing output into a **search authority system**.

03

## Technical Integration and Optimization

Engineering and SEO teams aligned on:



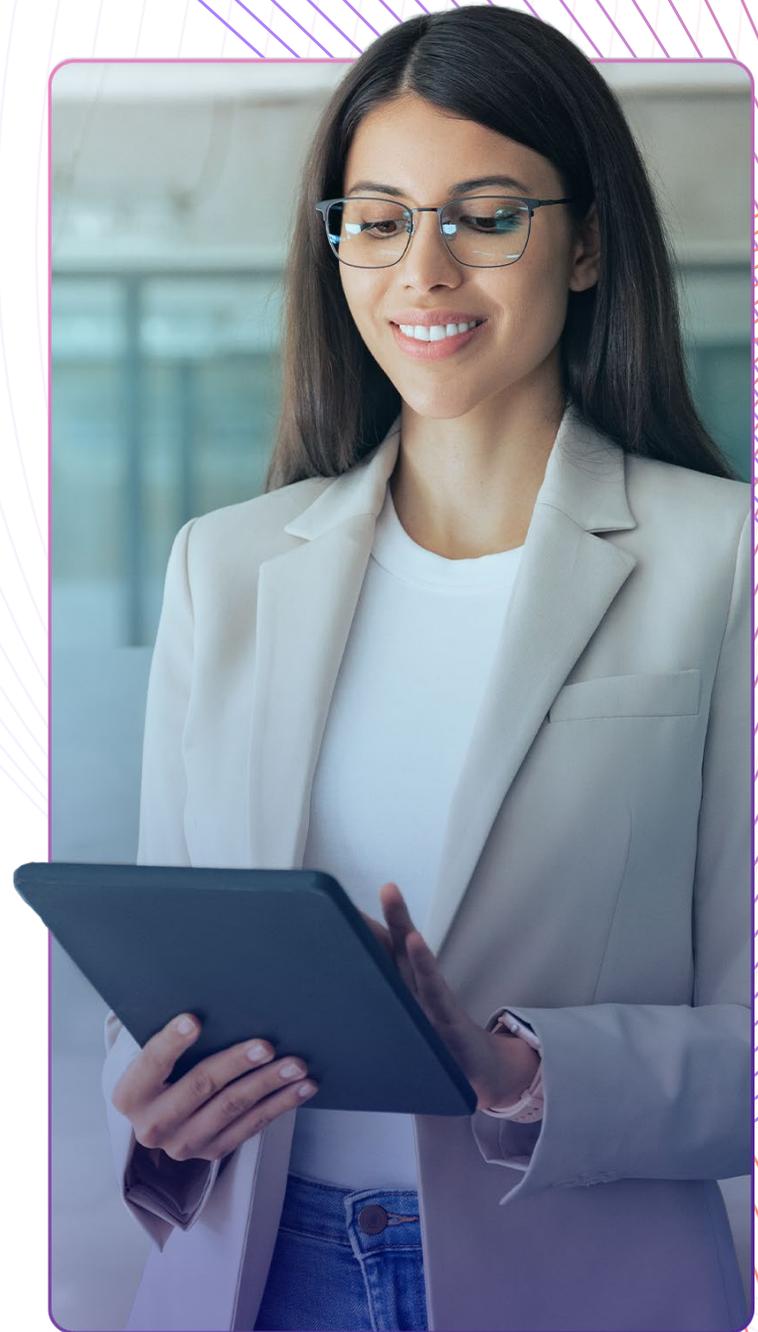
These technical enhancements ensured that authority signals flowed across the domain. SEO performance was not left to content alone. It was supported by a coordinated backend strategy.

04

## Authority and Backlink Expansion

Backlinks increased from **12,000 to 21,000**, strengthening domain authority and improving competitive positioning across high difficulty search categories.

This growth reinforced ranking gains and expanded KanTime's ability to compete in broader, more competitive healthcare software segments.



# THE RESULTS

The initiative produced sustained, measurable business impact.



## Keyword Expansion

KanTime expanded from approximately **1,000 to over 3,000 ranking keywords**, tripling its searchable footprint and dramatically increasing category coverage.



## Strategic Top 5 Positioning

The “longitudinal care” resource secured **Top 5 national ranking**, solidifying KanTime’s ownership of a core strategic differentiator.



## Organic Traffic Growth

Monthly organic sessions increased from **15,000 to 53,000**, more than tripling inbound visibility and expanding the top of funnel pipeline.



## Authority Reinforcement

Backlinks grew from **12,000 to 21,000**, strengthening domain authority and long term competitive defensibility.

## These gains translated into tangible business value:



Greater discoverability during early stage research



Higher quality inbound prospects



Reduced reliance on paid acquisition channels



Stronger positioning in enterprise conversations



Increased executive confidence in marketing performance



**Marketing evolved from campaign based execution to a defensible demand generation infrastructure.**

## LOOKING AHEAD

With a strengthened authority foundation, KanTime is positioned to layer future product launches and regulatory initiatives onto an established base of search credibility.

**The next phase focuses on** continued expansion within home health and healthcare software clusters, deeper topic reinforcement, and tighter integration between organic authority and sales enablement.

**In complex healthcare markets, authority is not built through announcements. It is built through:**

→ disciplined  
integration

→ strategic  
patience

→ measurable  
growth

# Ready to strengthen your organic authority and build a scalable SEO infrastructure?



Let's design your  
authority growth  
strategy together.



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