

MAKCLAN DIGITAL

Integrated Web Solutions for Healthcare Brand

How Makclan Built a Holistic Digital Presence for Ohio Psychiatric Services –
a Mental Health Services Provider in Ohio

ohiopsychiatricservices.com

The Client: Ohio Psychiatric Services

A compassionate mental health clinic in Lancaster and Hilliard, Columbus Ohio, offering TMS, Esketamine (Spravato), medication management, counseling, and more.

Specialty Treatments

TMS Therapy
Esketamine (Spravato)
Treatment Resistant Depression
Psychiatric Services

Conditions Treated

ADHD, Depression
Anxiety, PTSD
Panic Disorder, OCD
Bipolar, Insomnia

Core Values

Compassion & Ethics
Patient Autonomy
Evidence-Based Care
Community Well-Being

The Challenge

OPS needed to stand out in a competitive local mental health market with little established digital footprints.

Basic Website, No Brand Identity

Operational website with no structure, no defined brand voice, and no online presence to attract patients searching for mental health services in central Ohio.

Very Low Organic Visibility

With 80%+ of patients starting their healthcare search on Google or AI assistants, OPS was not visible to prospective patients, on top search pages.

Limited Social Media Presence

Only one channel existed with low followers. Negligible past activity on the platform, to educate the community, build trust, or engage patients with meaningful mental health content.

Reliance on Paid Advertising

Without organic leads, OPS depended entirely on costly paid media for patient acquisition, limiting growth and ROI.

The Makclan Approach

A fully integrated digital solution - Website, SEO, Content Management, and Social Media.
Built from scratch around an agreed brand personality.

Website Design

Custom-built
ohiopsychiatricservices.com
with unique designs and
content reflecting the
brand's compassionate,
professional tone across all
service and webpages.

SEO AEO Optimization

On-page & off-page SEO and
AEO targeting high-value,
short tail and long tail
keywords for mental health
services across Columbus,
Lancaster, and Hilliard.

Content Strategy

Regular blog publishing and
answering questions at
Quora, Reddit on core
services - TMS, Esketamine,
ADHD, depression, panic
attacks, to build authority
and organic traffic.

Social Media

Created and manage five
platforms: Instagram,
Facebook, YouTube, TikTok,
and Threads with regular
and engaging mental health
content.

Website: Built from Scratch

Makclan designed and developed ohiopsychiatricservices.com with custom content and UI reflecting the clinic's mutually agreed brand personality, tone, and values.

What Makclan Built

- Custom responsive design with compassionate healthcare tone
- Service pages for TMS, Esketamine, ADHD, Depression, PTSD, OCD, and more
- Patient-friendly UX: online booking, insurance info, FAQs, testimonials
- Blog platform for ongoing content publishing
- Multi-location pages for Lancaster and Hilliard clinics
- Technical foundation optimized for speed and search crawlability

Website Health

94%

Website Health Score

90

Crawled Pages

814

Backlinks (Google)

3,367

Monthly Users (Mar 2026)

SEO: From Invisible to Page 1

Makclan's on-page and off-page SEO strategy drove consistent organic growth across all key metrics over last 12 months.

233 → 2,293

Organic Traffic

Monthly visitors (Feb 2024 → Mar 2026)

0 → 44

Keywords Ranked

Tracked keywords on Google

0 → 814

Backlinks

Total backlinks crawled by Google

511 → 3,367

Total Website Users

Monthly users (Feb 2024 → Mar 2026)

Keyword Rankings: Dominating Local Search

Multiple high-value keywords now rank on Page 1 of Google, capturing patients actively searching for mental health services.

Keyword	Current Rank	Previous Best
ADHD Treatment Hilliard	#1	Not found
Depression Treatment Hilliard	#1	#12
OCD Treatment Lancaster Ohio	#1	#6
OCD Treatment Hilliard Ohio	#1	#1
Esketamine Treatment Ohio	#1	#64
Mental Health Services Hilliard, Ohio	#1	#39
Depression Treatment Lancaster Ohio	#1	#9
Spravato Esketamine Hilliard Ohio	#1	#1
PTSD Treatment Hilliard	#1	#71
TMS Therapy Columbus Ohio	#6	#17
ADHD Psychiatrist Columbus Ohio	#8	#38
Psychiatrist Hilliard Ohio	#1	New

Content Strategy: Authority Through Blogs

Makclan regularly publishes educational blog content on OPS's core services, building topical authority and driving organic traffic.

Published Blog Topics

- Breakthrough TMS Therapy for Adolescent Depression
- Esketamine (Spravato) Therapy for a Depression-Free Life
- Can People Die From Panic Attacks?
- Is It Common For Young Athletes To Get Panic Attacks?
- Should Teachers Suggest ADHD Testing for Children?
- How Mental Health Conditions Impact Relationships
- Stress Management: 5 Practical Tips for Everyday Life
- Rediscovering Balance: Science-Backed PTSD Therapies

Why Content Matters

- 4.8x** more inquiries for healthcare practices with blogs
- 3.2x** higher organic traffic with physician-authored content
- 54%** of healthcare website traffic comes from organic search
- 90** pages crawled on OPS site (from 0 in one year)

Social Media: Five Platforms, One Voice

Makclan created OPS's social media presence from scratch, delivering meaningful mental health content that educates and engages the community.

[Instagram](#)

Visual stories, patient education, mental health awareness posts

[Facebook](#)

Community engagement, service highlights, event updates

[YouTube](#)

Short-form video content on treatments, tips, and awareness

[TikTok](#)

Trending mental health content reaching younger demographics

[Threads](#)

Conversational mental health discussions and community dialogue

Organic Social Traffic: 22 → 64 monthly visitors (191% growth) | Social platforms now growing as discovery hubs for healthcare

Local Traffic Dominance

OPS now captures significant traffic from target Ohio cities, with Columbus and Lancaster leading patient acquisition.

City	Mar 2026	Mar 2025	Growth
Columbus	347	275	+26%
Lancaster	178	139	+28%
Ashburn	123	88	+40%
Cleveland	32	15	+113%
Cincinnati	40	15	+166%
Total US Traffic	2,702	1,625	+66%

Traffic Breakdown (Mar 2026)

Organic Search	2,229	66%
Direct	1,025	31%
Organic Social	64	2%
Referral	23	1%

Industry Best Practices Applied

Makclan's integrated approach aligns with proven digital marketing strategies from industry leaders.

Integrated Content Strategy

Map buyer personas, align SEO with content and social, and ensure consistent voice across every channel to nurture leads.

[Power](#)

Revenue-Focused SEO

Go beyond clicks to track revenue impact. Markets reports 260% increase in organic revenue for healthcare clients using connected strategies.

[WebFX](#)

AI Search Optimization

Practices with structured data, patient-friendly UX, and strong reviews now surface in AI Overviews - the new front page for healthcare discovery.

[WebFX](#)

Full-Funnel Channel Integration

Integrate PR, SEO, social, and email into one cohesive strategy. Brands that integrate channels see consistent voice, higher loyalty, and upsell opportunities.

[Power](#)

MAKCLAN DIGITAL

Digital Presence That Heals Your Growth.

From negligible digital footprints to local search dominance, Makclan built the integrated web solution that lets OPS focus on what matters most the trust with their patients and prospects.

Get in touch: accounts@makclan.com | www.makclandigital.com