

# TurkeyClinics

## Case Study: Turkey Clinic

Empathy-Led Web Design for an International Fertility Brand

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### Client Overview

**Turkey Clinic** is an IVF-focused medical services provider, connecting patients from the **UK, USA, Canada, and the UAE** to world-class fertility care in Turkey. As a cross-border healthcare provider, their online presence needed to build immediate trust, clearly explain complex medical procedures, and guide users toward consultation bookings.

### Project Goals

Turkey Clinic approached Halo Digital to create a **modern, empathetic, and conversion-optimized website**. The goals were clear:

- Build a **credible online presence** that instills trust and comfort
- Present **complex IVF and fertility information** in simple, digestible formats
- Drive **appointment bookings and inquiries** through seamless CTAs
- Deliver a **mobile-first experience** for international audiences
- Ensure **fast performance and SEO-readiness** for competitive medical keywords

## Our Solution

We led the **web design and development** process from scratch—focusing on a digital experience that reflects both clinical expertise and emotional support.

### Web Design & UX Strategy

- Designed a clean, welcoming interface with soft tones and human-centered visuals
- Organized content into patient-friendly sections: **Treatments, FAQs, Testimonials, and Cost Guides**
- Used **clear CTAs** throughout the site to drive consultations and WhatsApp engagement

### Web Development & Tech Setup

- Developed a **custom WordPress website** with modular templates for easy future scaling
- Integrated **WhatsApp & form-based booking systems**
- Built a **blog engine** for IVF awareness and SEO
- Optimized for **accessibility**, speed, and multi-device responsiveness

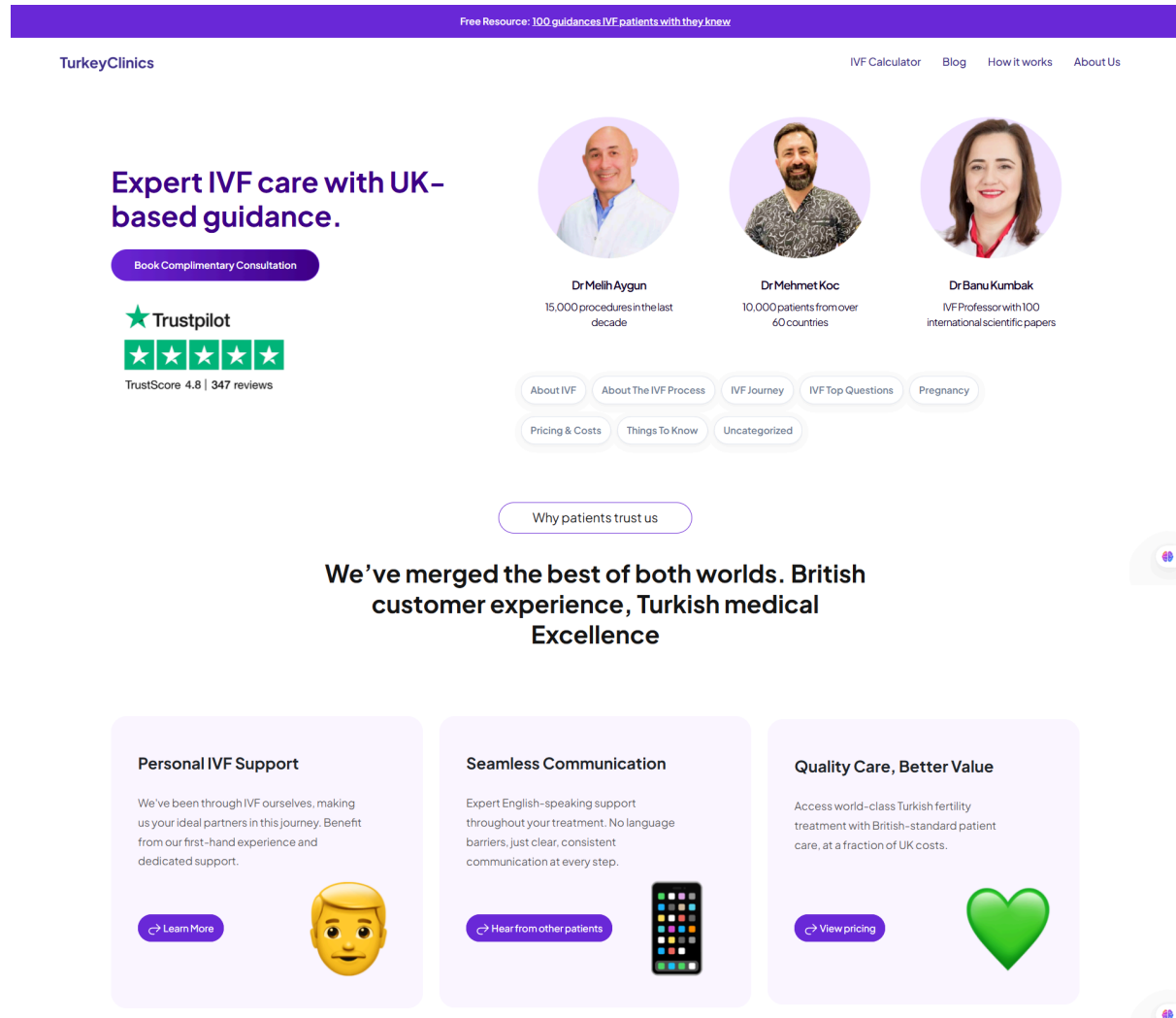
### SEO & Performance Optimization

- Structured meta content around high-intent fertility keywords
- Implemented **technical SEO**, including schema markup for FAQs and services
- Delivered **Core Web Vitals-ready performance** for a smooth user experience

## Homepage Snapshot

### Turkey Clinic Website – First Impression View

A welcoming, trust-centered homepage showing key treatments, patient testimonials, and direct paths to consultation.



## Results & Impact

- 🚀 3x more consultation bookings in just 90 days
- 🌍 Visitors from **15+ countries**, including high-converting traffic from UK and UAE
- 🔍 Higher search visibility for IVF-related keywords (e.g., "IVF Turkey packages")
- 📱 Increased mobile conversions through clear navigation and CTA design
- 🤝 Improved patient trust through tone, imagery, and on-site information structure

## Tech Stack

WordPress · Elementor · HTML5/CSS3 · Yoast SEO · Google Analytics 4 · WhatsApp API

## Client Testimonial

*“Halo Digital helped us create a website that speaks directly to our patients—calm, clear, and effective. We’ve seen real growth since the launch*

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## Need a Patient-First Website?

We design and develop digital experiences that build trust and drive action—especially where empathy matters most.

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