Case Study - Enterprise Healthcare Listings Management & Local Visibility Infrastructure

Creating a Scalable Local Listings Framework Across a Rapidly Expanding Healthcare Network

ARC4 CASE STUDY

Enterprise Healthcare Listings Management & Local Visibility Infrastructure

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Recent Snapshot

A regional healthcare network with 158 locations tapped Arc4 to build a scalable local listings infrastructure that could support continued growth across new markets and acquired practices. The organization required a centralized local data solution to improve visibility across Google, Facebook, Apple, and other third-party channels while reducing inaccurate business information, siloed workflows, and local SEO complexity across the network.

158

Centralized local listing management across 158 healthcare practices

17

Supported local visibility operations spanning 17 states

80+

Different local publishers being powered for each location including Google, Apple, and more.

CLIENT TYPE

Multi-regional healthcare network

INDUSTRY

Healthcare

BUSINESS MODEL

Multi-location Healthcare

SERVICES

Local SEO
Information Architecture
Listings Management
Performance Optimization

Executive Summary

Arc4 worked with a healthcare network scaling quickly into new markets to build a local listings infrastructure that could grow into hundreds of practices.

Challenges with visibility across Google, Facebook, Apple, and other third party channels were growing due to disparate listings data, inaccurate business information, and siloed workflows between practices.

Centralized local data strategy that brought together listing management and operations visibility for local SEO.

Arc4 provided a flexible local listings infrastructure that made acquisitions easier, operations more efficient, and allowed the healthcare network to scale without being bogged down by local SEO.

Client Snapshot

Our client is a multi-location healthcare network consisting of 158 practices across 17 different states.

Expanding rapidly through acquisitions, new partnerships, and into new markets left them struggling to maintain local presence and correct NAP business information across third-party websites.

This healthcare group was seeking an easily scalable solution to centrally manage local listings and simplify friction during onboarding. Additionally, they wanted their executives to have better reporting and visibility into local SEO across the business.

OVERVIEW

The Challenge

Challenges around scalability, local visibility management, and standardized workflows emerged as more locations/practices were acquired.

When Google, Facebook, Apple, and third-party sites were updated as new locations/partner practices joined the health system, the listing information was difficult to manage and had become decentralized. Discrepancies in data, duplicate listings, and siloed systems led to inefficient operations and affected local visibility.

Additional challenges included:

- Managing local listings across 158 practices and 17 states
- Fragmented business data spread across multiple third-party platforms
- Operational inefficiencies tied to acquisitions and onboarding workflows
- Difficulty maintaining consistent local visibility across markets
- Lack of centralized reporting for local SEO performance and trends
- Internal friction caused by disconnected systems and inconsistent processes

The organization needed a scalable local listings infrastructure capable of supporting rapid expansion while improving operational efficiency and local search visibility.

OVERVIEW

Strategy

Our Strategy

Arc4 implemented a centralized local listings and data management framework designed to unify operations across the healthcare network's growing footprint.

Creating a Unified Local Data Strategy

Arc4 centralized disparate listing information into a singular local profile system designed to support all practice locations across the organization.

The implementation streamlined business information management while reducing inconsistencies across major third-party platforms.

This centralized structure provided the organization with a more scalable and reliable foundation for managing local visibility during continued expansion.

Expanding Local SEO Visibility

Arc4 worked to clean, standardize, and streamline listing information across platforms including:

- Google
- Facebook
- Apple
- Additional local and healthcare-related directories

The initiative reduced duplicate information, improved consistency, and strengthened the organization's overall local presence across digital channels.

Building Local SEO Reporting Infrastructure

Arc4 developed reporting systems designed to monitor local SEO visibility, track performance trends, and provide operational insight across all practice locations.

The infrastructure allowed leadership teams to better understand visibility improvements, identify issues more efficiently, and maintain oversight as the network expanded into additional markets.

Supporting Scalable Acquisition Growth

The framework was specifically designed to reduce operational friction tied to acquisitions and partnerships.

By centralizing listing management and standardizing onboarding workflows, the organization gained a more scalable process for integrating new practices into the network without disrupting local visibility performance.

OVERVIEW

Highlights

Arc4 delivered a scalable healthcare listings ecosystem designed to improve operational efficiency, local visibility, and acquisition scalability.



Key platform capabilities included:

- Centralized listings management across 158 healthcare practices
- Unified local profile infrastructure supporting 17 states
- Streamlined listing consistency across major third-party platforms
- Local SEO reporting and visibility tracking systems
- Standardized onboarding workflows for acquisitions and partnerships
- Reduced operational complexity across expanding practice networks
- Scalable infrastructure supporting continued organizational growth

The solution positioned the healthcare network for continued expansion while improving operational alignment and local discoverability.

> “Managing local listings in healthcare comes with unique challenges. Between rebrands, Google verifications, acquisitions, and hundreds of local users, the ecosystem can get complex quickly. We’re proud to help healthcare clients simplify that complexity and manage their local presence at scale.”

Greg Phillips / Founder - Arc4

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Measurable Outcomes

The implementation delivered measurable operational improvements across scalability, local visibility management, and organizational efficiency.

Outcomes included:

29%

IMPROVED VISIBILITY

Improved consistency across third-party listing platforms

03X

EFFICIENCY

Reduced internal friction during acquisitions and onboarding processes

57%

IMPROVED ENGAGEMENT

Increased engagement on local listings including click to call and website visits.

The healthcare network now operates within a unified local listings framework capable of supporting rapid growth without local visibility challenges limiting expansion.

OVERVIEW

Operational Impact

Enhanced management of local citations and listings throughout their growing health network.

Streamlined local listing data and operations to eliminate the overhead associated with acquisitions, integrations, and day-to-day local SEO.

Leadership can now operate with increased transparency and ease, managing local presence across state lines and practices.

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Why It Matters

Managing local visibility at scale can be critical to efficiency and discoverability for fast-growing healthcare companies.

In this case study, we outline how managing your listings centrally, consolidating your local data strategy, and building scalable reporting infrastructure can make expansion easier while boosting local search performance for large multi-location healthcare businesses.

Scale operations and centralize your local SEO game without losing visibility, consistency, or efficiency as you grow through acquisitions and partnerships.

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation