The Woman’s Imaging Group Launches Updated Website to Reach New Patients

New Content & Marketing Strategy Target Women in Need of Mammograms & Other Services

(May 1, 2014) ATLANTA, GA— The Woman’s Imaging Group (WIG), a physician-owned imaging center offering digital mammography, ultrasound and bone density exams to patients in metro Atlanta, recently announced the launch of its updated website, WIGMammo.com.

Thenew WIGMammo.com website now has new functionality to encourage patients to interact with the WIG team, such as a contact form for new appointments and a careers page where candidates can submit their resume online. In addition, the site has added 15 pages of new content on different services, conditions, frequently asked questions, locations and much more.

The new content is part of the practice’s effort to reach new patients in Tyrone and Lithia Springs, Georgia, where they have locations.

“The site can now serve as a resource for potential patients who need our services, such as their annual mammogram,” said Dr. Anand Lalaji, co-founder of the practice along with his wife, Dr. Tejal Lalaji.

The updates also include the addition of photos and content around the practice’s unique promise — results back in one hour — as well as the comfortable atmosphere, plush waiting area, and women oriented philosophy.

“We pamper all our patients, and want them to feel comfortable here, and that just wasn’t reflected on the former version of the site,” Dr. Lalaji explained. “The new photos and additional content help support why we’re different from any other radiologist’s office.”

Local Marketing, Inc., a full-service marketing and web development agency, worked closely with the WIG team to update the website. In addition to the site’s enhancements, the company has also launched an advanced search engine marketing campaign online that includes Google AdWords and natural search engine optimization techniques.

“Local Marketing, Inc. has helped us see the importance of online marketing to reach new patients,” Dr. Lalaji added.
**About The Woman’s Imaging Group**

The Woman's Imaging Group (WIG) provides digital mammography, ultrasounds, bone density exams and other services for women at two locations in Tyrone and Lithia Springs, Georgia. Founded in 2012 and staffed by MQSA-certified radiologists skilled in mammography, WIG strives to bring patients comfort, confidence and a unique overall experience, welcoming patients in a soothing environment that includes aromatherapy heat wraps and gourmet snacks and drinks. WIG’s patient navigator, called Pink Compass, also allows screening results to be returned to patients within one hour. Read more about the practice online at WIGMammo.com.

**About Local Marketing, Inc.**

Local Marketing, Inc. is a marketing and website development company that specializes in ROI-based marketing strategies and customized marketing solutions for companies looking to target local and niche markets. Based in Atlanta, Georgia, Local Marketing, Inc. offers a comprehensive suite of services, including website design/development; digital marketing techniques such as content writing, search engine marketing, search engine optimization and e-mail marketing; and traditional marketing strategies like direct mail, brochures, billboards, and more. With its hands-on approach and premium level of customer service, Local Marketing, Inc. helps its clients achieve their goals. Learn more about the company at LocalMarketingInc.com.

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