



**From Invisible to
Unstoppable**



How Datanalytix Built CareWell Diagnostix from Logo to Legacy

CareWell Diagnostix began its digital journey with nothing but ambition and a vision for modern healthcare. From logo creation and brand colours to website development and digital guidelines, Datanalytix shaped CareWell's identity from the ground up.





Despite offering advanced diagnostic services, CareWell struggled to connect with Australia's digital-first audience. Their website was basic, lacked structure, had no UI/UX consistency, and social presence was non-existent. With no brand story, no patient journey maps, and no analytics setup, CareWell was unable to compete in an industry rapidly shifting toward online engagement.

Datanalytix stepped in to build CareWell's entire digital foundation, creatively, technically, and strategically. Every visual, every message, every user flow, and every campaign was engineered to establish CareWell as a modern, trusted, data-led healthcare provider.

Result: _____

With Datanalytix, CareWell Diagnostix transformed from an unstructured, underrepresented diagnostic centre into a recognisable, fast-growing digital healthcare brand, equipped with a defined identity, seamless patient journeys, and performance-driven growth.





Benchmark: _____

CareWell approached Datanalytix at a stage where:

- ✦ They had no brand identity, no logo guidelines, colour palettes, or typography.
- ✦ Their website was non-responsive, cluttered, and lacked information architecture.
- ✦ They had no social media profiles.
- ✦ There was no patient engagement system, no reminders, no funnels, no automation.
- ✦ Discoverability was extremely low across suburbs even for users actively searching for diagnostic services.

CareWell had strong clinical capabilities, but its digital visibility, creative presence, and patient communications were missing. Datanalytix took charge of building a complete digital ecosystem from scratch.

Challenges:

Expanded Challenges:

- ◆ No structured brand guidelines (logo usage, colours, typography, tone of voice)
- ◆ Frequent client-driven revisions needing clarity and documentation
- ◆ Absence of a user journey map for patient flows
- ◆ Lack of user guides for staff to manage digital assets
- ◆ No structured content library for tests, packages, or departments
- ◆ No tracking system for leads, appointments, or conversions





- ◆ **Difficulty aligning clinical language with consumer-friendly content**
- ◆ **No photoshoot assets or visuals to represent the brand**
- ◆ **No local SEO optimisation for different Australian suburbs**
- ◆ **No audit of existing patient behaviour or search demand**
- ◆ **No digital compliance framework for healthcare communication**
- ◆ **Lack of a unified creative identity across website, app, and social media**



- ◆ **Implemented location-based SEO using high-intent Australian keywords**
- ◆ **Launched Google Ads & Meta Ads for test-specific lead generation**
- ◆ **Crafted uniform creative storytelling for all digital touchpoints**
- ◆ **Developed real-time dashboards for lead tracking, bookings, and ROI analytics**
- ◆ **Introduced automation for reminders, follow-up messages, and patient engagement**
- ◆ **Standardised CareWell's tone of voice and digital communication style**
- ◆ **Built digital SOPs for website updates, campaign execution, and reporting**



Results:

6 Months:

Website traffic:

From almost zero to 3K+ monthly visits

Qualified leads:

100+ verified test inquiries generated

Social engagement:

40% month-on-month growth

Cost per lead:

Maintained within 22% of industry benchmark

Search visibility:

Achieved Top 5 ranking for 70 diagnostic keywords

12 Months:

Website traffic:

50% growth since initial launch

Qualified leads:

30% increase in inquiries

Social engagement:

50% uplift across platforms

Cost per lead:

Reduced by 32%

Search visibility:

Top 3 ranking for 180 healthcare keywords

18 Months:

Website traffic:

90% growth since project start

Qualified leads:

80% rise in patient inquiries

Social engagement:

70% growth across all digital channels

Cost per lead:

Reduced by 29% from early phase

Search visibility:

Top 3 ranking for 400 diagnostic keywords

Conclusion:

From a limited offline presence to becoming one of the most digitally visible diagnostic brands, CareWell Diagnostix's journey with Datanalytix showcases the power of performance-driven digital transformation. By combining human-centric creativity with real-time data insights, Datanalytix converted CareWell's diagnostic excellence into measurable digital success, setting a new benchmark for healthcare brands across Australia.





THANK YOU