

Randolph OB/GYN Hires Lawrimore Communications For Marketing Strategy And Website Redesign

CHARLOTTE, N.C. – Randolph OB/GYN, one of Charlotte’s most experienced obstetrics and gynecology practices, has hired Charlotte marketing firm Lawrimore Communications Inc. to develop a new marketing strategy and redesign its website.

“Expectations on the part of patients, especially the many young women we serve, calls for an attractive website with lots of information and photos, which is optimized for search engines,” said Dr. John McNamara, one of Randolph OB/GYN’s eight physicians. “We also realize that, as we plan for the future of our practice, we need to take into account not only what we as physicians want but also what our patients want.

“We were pleased that Lawrimore Communications offered us all the services we need, and has many years of experience serving a wide range of professional practices like our own,” he added. “So we are developing a marketing strategy with strong patient input, and we are also upgrading our website to make it one of the most attractive and informative OB/GYN websites in the region.”

Randolph OB/GYN was founded in 1976 and has offices on Randolph Road in Charlotte and on Statesville Road in Cornelius, with a new office at the EpiCentre in uptown Charlotte planned for early 2010. The practice provides a full range of obstetrics and gynecology services, online at www.RandolphOBGYN.com.

Lawrimore Communications, online at www.Lciweb.com, was founded in 1979 and provides a full range of marketing, strategy, planning, web design, search engine optimization, graphic design and related services.