



Advent Physical Therapy

Marketing case study

CHALLENGE

Advent Physical Therapy was capturing 13,000 visitors on their website each month, but was only gaining 20-30 conversions monthly. The clinic had aspirations of opening new locations, but first they needed to increase conversions and build a consistent, reliable growth pattern before they could open a new practice location.

KEY METRICS



22 to 126
conversions per month
in nine months



13K to 39K
traffic per month
in 10 months



3 new clinics
opened in 2021
and a 4th opening in Q1 2022

SOLUTION

After our initial evaluation, we determined that the users visiting Advent's website each month were not qualified visitors. Advent was ranking well, but they were ranking for terms that were not focused on conversion. By switching up their SEO and content strategy, we were able to increase their monthly traffic from 13,000 to 39,000 in 10 months.

In 6 months, Advent PT saw their conversions increase from **22 to 51 conversions**. And by the ninth month, they saw **126 conversions**.



Conversion-
optimized SEO
strategy



4-5 pages of monthly
SEO content



Local listing
management