



## Armor Physical Therapy

*Marketing case study*

### CHALLENGE

Armor Physical Therapy was capturing 5,500 visitors on their website each month, but was only gaining 40-50 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



**47 to 73**  
conversions per month  
in 6 months



**5K to 12K**  
traffic per month  
in 6 months



**3 new clinics**  
opened in 2021  
with plans for growth in 2022

### SOLUTION

After our initial evaluation, we determined that the users visiting Armor's website each month were not engaging with the conversion elements that the site had in place. The "Request an Appointment" feature was difficult to navigate and not readily accessible on every page. In addition, the user journey did not answer the common questions that potential patients had, so many visitors were dropping off the site quickly.

We transitioned them to one of our conversion-optimized website templates (you can use the same one!), and **in six months**, Armor PT saw their **conversions increase from 47 to 73**. Additionally, their **monthly traffic increased from 5,500 to 12,000** in six months.



Conversion-  
optimized website



4-5 pages of monthly  
SEO content



Local listing  
management