



Back in Motion Physical Therapy

Marketing case study

CHALLENGE

Back in Motion was capturing 3,000 visitors on their website each month, but was only gaining 15-20 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



15 to 92
conversions per month
in seven months



3.4K to 20K
traffic per month
in six months



4 new clinics
opened in 2021
and a 5th opening in Q1 2022

SOLUTION

After running some heat mapping tests on the website, we found that users were not engaging with the conversion elements that Back in Motion had on their old website. Further, most of their users were coming in on the blog pages, but there was a disconnect between the blog and the schedule an appointment page that made the user journey feel disjointed. So, we built them a new website (psst... the template we used for Back in Motion is also available to you).

In one month, Back in Motion saw their conversions increase from **15 to 42 conversions**. In six months, they saw **66 conversions** per month. And by the seventh month, they saw **92 conversions**.



Conversion-
optimized website



4-5 pages of monthly
SEO content



Local listing
management