

# Improving SEO for Physical Therapy Website

www.getleverage.com



## Meet Erin

Erin Conroy runs **West Town Physical Therapy**, a physical therapy practice in Chicago, Illinois. With an extensive background in physical therapy, orthopedics, sports medicine, and post-operative rehab, Erin has the knowledge and tools to serve her patients well, but she knows that will only get her so far...

Being able to serve your patients means nothing if you aren't getting any patients in the door!

Erin came to us looking to grow her business. She needed help with marketing and attracting new customers to increase her revenue, serve more patients, and build a sustainable business. Specifically, she wanted to

improve the search engine rankings of her website. She knew the importance of this stuff, but wasn't sure how to execute it. After all, they don't give you an online marketing education with your physical therapy degree!

**That's where the Leverage Team comes in...**

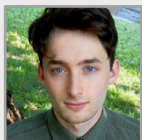
**Leverage**





## Erin's Goals

Erin's goal was to **improve the SEO rankings** of her physical therapy website. She had a number of competitors that she wanted to outrank, and she wanted to **appear on the first page of Google** when someone searches for a physical therapist in the Chicago area.



**Jake M.**

Leverage, SEO & Paid Traffic  
Expert

**Jake** created, implemented, and managed the SEO strategy. His skill sets include lead generation, ecommerce, SEO, digital ads, funnel optimization, analytics, and more.

## Our Plan

We started this project by getting on a call with Erin to discuss her business, her marketing strategy, and her goals. At Leverage, we look at your business holistically to ensure our work will provide the results you're looking for. Sometimes, that means telling you the project you have in mind isn't the best solution for your business!

In this case, Erin's goal of improving her website's SEO made sense. Here's how we attacked the project:

**Step 1:** Research keywords relative to physical therapists near Chicago.

**Step 2:** Conduct an SEO audit of Erin's website.

**Step 3:** Identify keywords and current site pages worth utilizing.

**Step 4:** Optimize Erin's homepage for relevant, high volume keywords.

**Step 5:** Create a new page that ranks for additional relevant, high volume keywords.

## The Results

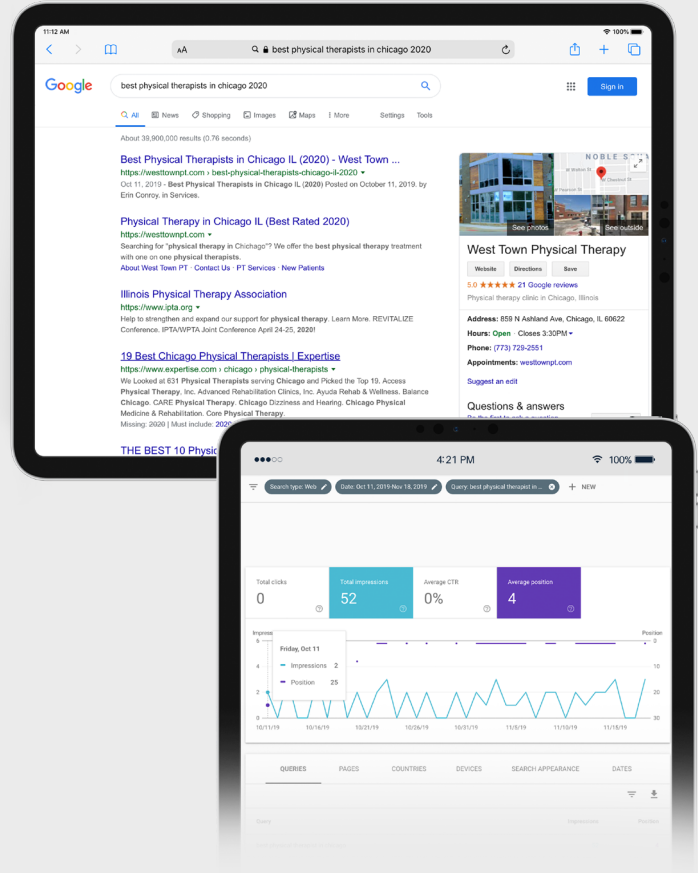
We were able to accomplish Erin's goals with this project and then some! We created a new, keyword-optimized article for her website. Then, we got that page and her homepage to the top of Google within 3 months. Now, when you type in "best physical therapist in Chicago 2020" or other similar keywords, you'll see Erin's website in the first one or two positions on Google. As a result, Erin saw a near-immediate increase in new patients for her business!

## Google Rankings

↑ **1<sup>st</sup> Page in 3 months**

↑ **Top 2 Positions for Relevant Keywords**

↑ **Immediate Increase in New Patients**



“ Heck yes! Thank you!! That's amazing! We have had an increase in new patients.

ERIN CONROY



## Erin also uses Leverage for...

- Creating and running social media marketing strategies
- Designing infographics for her business
- Hiring additional physical therapists