

Local Physiotherapy & Sports Clinic Sees 330% Increase in Website Traffic with Custom Web Design and SEO

SERVICES

SEO Optimized
Web Redesign

Overview

Tess Health Clinic, a trusted physiotherapy and sports medicine provider in Vancouver, BC, wanted to modernize its online presence and attract more patients. While the clinic already had an excellent reputation locally, its website wasn't fully optimized to drive traffic or bookings.

Our goal was to create a custom digital strategy that enhanced user experience, improved search visibility, and ultimately increased patient bookings.

The Challenge

Tess Health Clinic faced several challenges common to healthcare providers:

- An outdated website that didn't reflect the clinic's professionalism or comprehensive services
- Limited visibility for local searches like physiotherapy in Vancouver or sports injury clinic Vancouver
- Weak content strategy and technical SEO foundation

The clinic needed a solution that would attract local patients while showcasing its expertise in physiotherapy and sports medicine.

Our Approach

We implemented a comprehensive digital strategy including custom website design, WordPress CMS development, and SEO:

1 Custom WordPress CMS & Website Design

We designed a modern, responsive website tailored for patient engagement. The layout emphasized the clinic's services, staff expertise, and seamless online booking functionality.

In 12 months we achieved:

330%

Website Traffic Increase

210%

Local Organic Traffic Growth

145%

Increase in Bookings

2 Local SEO Optimization

We targeted key local search terms such as:

- Physiotherapy in Vancouver
- Sports injury clinic Vancouver
- Sports physiotherapy Vancouver

Optimized content and meta-data helped the clinic rank higher in local search results and attract patients searching online.

3 Technical SEO Improvements

Site speed, mobile optimization, and proper indexing were addressed to ensure search engines could easily crawl and rank the website.

4 Content & Conversion Optimization

We developed informative content and clear calls-to-action to guide visitors from browsing to booking appointments online.

OUR RESULTS

The results were remarkable, showing measurable growth across all key performance indicators:

The results were remarkable, showing measurable growth across all key performance indicators:

- Website Traffic Increase: 330%
- Local Organic Traffic Growth: 210%
- Increase in Bookings: 145%

Tess Health Clinic now enjoys a strong online presence, attracting more patients while reinforcing its position as a leading physiotherapy and sports clinic in Vancouver.

A well-designed website combined with targeted SEO can dramatically improve patient acquisition for local healthcare providers. By implementing a custom WordPress site with optimized SEO, Tess Health Clinic successfully boosted traffic, increased bookings, and strengthened its digital footprint in Vancouver.

