

Overview

Onward Physical Therapy is a nationwide physical therapy practice focused on personalized, hands-on care. They are cash-based and out of network, so they need to market to a customer base that's able to pay out-of-pocket. They are also constantly adding new franchises around the country, and need to be able to add new locations efficiently and consistently.

Research and Strategic Recommendations

- They needed consistency in the digital presence of 17 franchises around the country
- They needed a way to get new clinics open and established out of the gate. While working together, they have grown from 17 locations to 38!
- They needed a plan to reach the right consumers directly because they're cash-based, out of network, and a higher end service.

Our Plan

Key Area	Strategy
Local SEO	Use local SEO to bring attention to each franchise and boost their rankings in search engine result pages.
On-Site SEO	An SEO plan including a mixture of site optimization, content creation and backlink acquisition will improve keyword rankings and traffic.



Tactic 1: Identify Keywords for Thought Leadership

Focus on keywords that target the audience that would be interested in a concierge-type service for physical therapy and establish the team as experts in their field.

Tactic 3: On-Site Optimization

Use best practices for on-site SEO like title tags and metadescrptions. Optimize page content, and create new content including blogs and backlinks aligned with relevant content pillars.

Tactic 2: Local SEO

Optimize Google Business Profiles for each location. Update the profiles regularly to maintain consistent business information across the internet.

Tactic 4: Repeatable Processes

Build systems to quickly onboard new locations so their digital presence was available and accurate to bring new customer leads in as soon as possible.

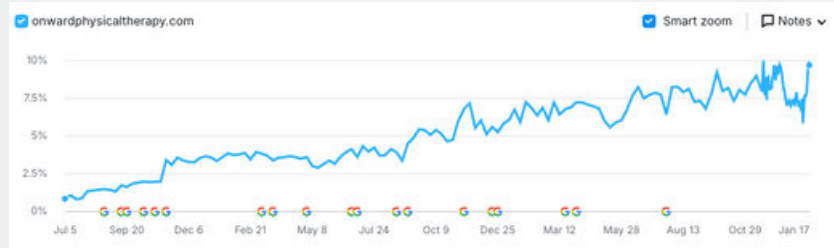
GOOGLE SEARCH TERM IMPRESSIONS

By focusing on keywords that would apply to Onward’s target customers, their business listing was shown to more people for more relevant keywords.

Raw Search Term	Google Search Term Impressions
onward physical therapy	49,220
physical therapy	33,702
physical therapy near me	15,373
onward	13,903
physical therapy charlotte nc	5,033
physical therapist	4,488
physical therapy fort collins	4,191
pt	4,181

KEYWORD GROWTH

By using strategic tactics around relevant keywords, Onward was shown higher in search results, increasing visibility, then they received more clicks to their site and more leads.



Keyword	Pos. onwardphysicaltherapy.c...		
	Jul 5	Jan 17	Diff
knee pain during lunges	7	1	↑6
onward physical therapy	5	1	↑4
onward physical therapy charlotte	3	1	↑2
physical therapy running evaluation	—	1	new
tmj specialist frederick md	—	1	new
physical therapist madison wi	13	3	↑10

WINS BY THE NUMBERS

+99.8%

Increase in Conversions
Over 2 Years

+125.6%

Increase in Organic Search
Traffic Over 2 Years

+54.9%

Increase in Total Local
Listing Impressions YoY

+59%

Increase in Google
Impressions YoY



“We are a small physical therapy private practice that relies significantly on word-of-mouth referrals, but ever since working with Brillity, they have helped us climb the search engine list for ‘physical therapy near me’ and over the past 6 months, we have noticed a significant influx in our online referrals for our clinic.”



ELLISON MELROSE
Owner, Onward Physical Therapy,
Fort Collins