



Case Study | SEO Growth for a Physical Therapy Clinic

Client Overview

The client is a physical therapy clinic offering specialized treatments, including sports rehabilitation, vestibular therapy, concussion care, craniofacial therapy, and massage therapy. Operating in a competitive healthcare market, the goal was to increase organic visibility, improve local rankings, and drive more patient inquiries through search.

Objective

The campaign focused on:

- Increasing organic traffic and engagement
- Improving rankings for specialized therapy services
- Strengthening local dominance in map results
- Driving more patient inquiries and conversions

Strategy & Execution

Service-Specific SEO Targeting

- Focused on niche treatments such as vestibular therapy, TMJ therapy, and sports rehab
- Built keyword coverage around both general and specialized physical therapy services
- Positioned the clinic to attract condition-specific and treatment-based searches

On-Page SEO Optimization

- Reworked titles, meta descriptions, and H1s across priority pages
- Improved keyword alignment for local and service-based queries
- Enhanced content clarity to better match patient search intent

Structured Service Page Rollout

- Implemented a phased optimization strategy across core services:
 - Physical Therapy
 - Craniofacial / TMJ
 - Vestibular / Concussion
 - Sports Rehab
 - Massage Therapy
- Strengthened content depth and relevance for each service category

Technical SEO & Site Performance

- Improved crawlability and indexing of service pages
- Strengthened internal linking between related treatments
- Ensured site structure supports both general and niche service discovery

Condition-Based Content Strategy

- Expanded content around specific conditions such as knee pain, concussions, and injuries
- Targeted both informational and high-intent healthcare searches
- Reinforced topical authority across therapy-related topics

Google Business Profile Optimization (Including Google Map Stacks)

- Optimized services and descriptions to reflect specialized treatments
- Implemented Google Map Stacks to strengthen local signals for priority keywords
- Improved visibility across Local Pack and map results
- Monitored engagement trends to refine local strategy

Quarterly SEO Audits

- Conducted ongoing audits to identify keyword gaps and ranking opportunities
- Adjusted strategy based on performance data and local ranking improvements
- Prioritized updates to support continued growth

Performance Results

Google Analytics (Year-over-Year)

- Organic users increased by **31.65%**
- New users increased by **30.71%**
- Returning users increased by **15.2%**
- Organic key events improved from **0 to 108 conversions**

First user prim...Channel Group) +	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events
SHOW ALL ROWS							
Total	1,635 vs. 1,098 ↑ 48.91%	1,603 vs. 1,087 ↑ 47.47%	214 vs. 167 ↑ 28.14%	49s vs. 1m 43s ↓ -52.35%	0.64 vs. 1.06 ↓ -39.48%	13,630 vs. 11,406 ↑ 19.5%	187.00 vs. 0.00
Direct							
Jan 1 - Dec 31, 2025	1,094 (66.91%)	1,067 (66.56%)	69 (32.24%)	20s	0.39	7,083 (51.97%)	79.00 (42.25%)
Jan 1 - Dec 31, 2024	686 (62.48%)	676 (62.19%)	42 (25.15%)	39s	0.56	4,769 (41.81%)	0.00 (-)
% change	59.48%	57.84%	64.29%	-47.45%	-30.45%	48.52%	0%
Organic Search							
Jan 1 - Dec 31, 2025	520 (31.8%)	515 (32.13%)	144 (67.29%)	1m 49s	1.18	6,405 (46.99%)	108.00 (57.75%)
Jan 1 - Dec 31, 2024	395 (35.97%)	394 (36.25%)	125 (74.85%)	3m 39s	1.94	6,523 (57.19%)	0.00 (-)
% change	31.65%	30.71%	15.2%	-50.2%	-39.17%	-1.81%	0%

Google Search Console Performance

- Clicks increased by **247.88%**
- Impressions increased by **287.12%**
- Active users increased by **29.39%**
- Homepage clicks increased by **234.68%**
- Homepage impressions increased by **339.69%**

Landing page + query string +	↓ Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users
SHOW ALL ROWS					
Total	574 vs. 165 ↑ 247.88%	42,575 vs. 10,998 ↑ 287.12%	1.35% vs. 1.5% ↓ -10.14%	20.46 vs. 8.89 ↑ 130.27%	449 vs. 347 ↑ 29.39%
/					
Jan 1 - Dec 31, 2025	415 (72.3%)	10,922 (25.65%)	3.8%	11.60 (56.7%)	367 (81.74%)
Jan 1 - Dec 31, 2024	124 (75.15%)	2,484 (22.59%)	4.99%	8.66 (97.48%)	303 (87.32%)
% change	234.68%	339.69%	-23.88%	33.95%	21.12%

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1,547

👁 People viewed your Business Profile

📈 +11.1% (vs Aug 2024–Dec 2024)

385

🔍 Searches showed your Business Profile in the search results

📉 -40.1% (vs Aug 2024–Dec 2024)

Keyword & Local Visibility Highlights

Organic Keyword Positioning

- Improved rankings for specialized therapy keywords such as:
 - “vestibular therapy for concussion”
 - “craniofacial physical therapy”
 - “physical therapy harleysville pa”
- Expanded visibility across condition-based and treatment-specific searches

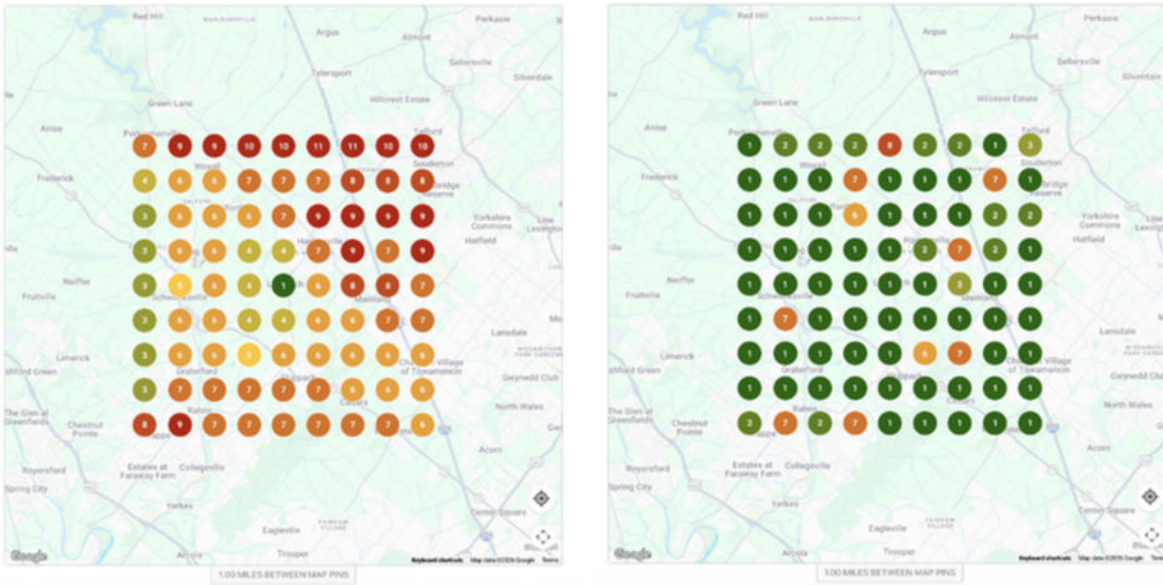
Local Search Grid Improvements

Significant improvements in map rankings across core keywords:

- “sports physical therapy in lederach pa” → Maintained #1



- “knee pain doctor in lederach pa” → Improved overall map positioning



Key Insights

- **Specialized Services Drive Visibility Growth**
 - Targeting niche treatments helped expand keyword coverage and attract more qualified patients.
- **Local SEO Is a Major Growth Driver**
 - Improvements in map rankings and GBP visibility significantly increased local discovery.
- **Conversions Show Strong Progress**
 - Growth from 0 to 108 key events highlights improved lead generation and patient inquiries.
- **Map Stacks Strengthen Local Dominance**
 - Google Map Stacks contributed to improved positioning across high-intent local keywords.

Conclusion

Through a combination of service-specific optimization, structured content rollout, technical improvements, and enhanced Google Business Profile strategy with Google Map Stacks, the campaign successfully increased visibility, engagement, and local rankings for the physical therapy clinic.

The business is now attracting more qualified traffic, improving its presence in both organic and map results, and generating measurable patient inquiries. With continued optimization and quarterly audits, the clinic is well-positioned to strengthen its authority and convert more local demand into long-term patients.