



GARDEN STATE SPINAL CARE

Garden State Spinal Care (GSSC) has been serving patients in North and Central NJ and NYC since 2017. Located in the Allwood Atrium complex in Clifton, NJ, GSSC offers a relaxing, patient-focused environment in a spa-like setting.

Their Chiropractic Clinic staff consists of highly skilled professionals who deeply value your health and wellbeing. They take great pride in providing their community with high-quality, patient-centric care and health education.

GOALS

1. To increase overall targeted traffic to the site
2. To increase lead conversions and scheduled appointments
3. To increase brand awareness
4. To further establish client relationships

APPROACH

To start the strategy on the right foot, GSSC worked with Logical Position's website development team in May 2018 to create a new, responsive site that was SEO friendly.

To meet GSSC's goals and further grow its online presence, the LP team refreshed the existing service pages and created new location pages to target nearby cities. By optimizing these pages with keyword-focused metadata and content, GSSC quickly saw an increase in quality traffic and lead conversions. Through this and other strategies, such as blogging, off-site articles, and featured news creation, LP established a healthy foundation to promote the site and build domain authority.

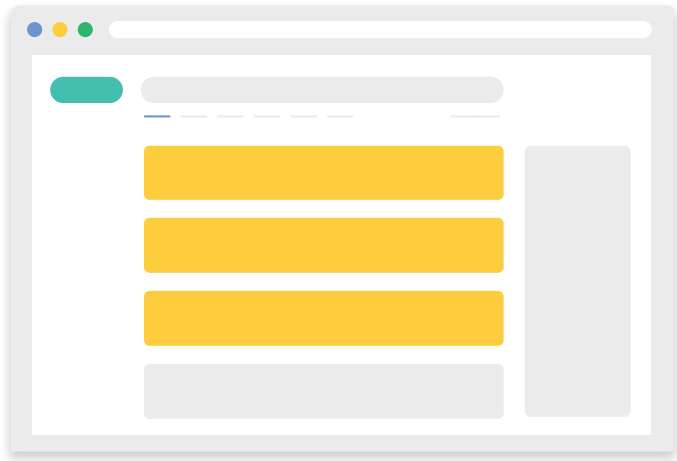
RESULTS

Garden State Spinal Care is a prime example of how search engine optimization longevity can transform a business. In April 2018, GSSC partnered with Logical Position and opted for a Local Basic campaign. At this time, GSSC was only ranking for four keywords with zero in the top three positions. Just six months later, GSSC increased their keyword rankings to 257 keywords with one ranking in the top three positions. Come October 2019, their keywords almost tripled to 643 keywords and 21 of them ranked in the top three positions.

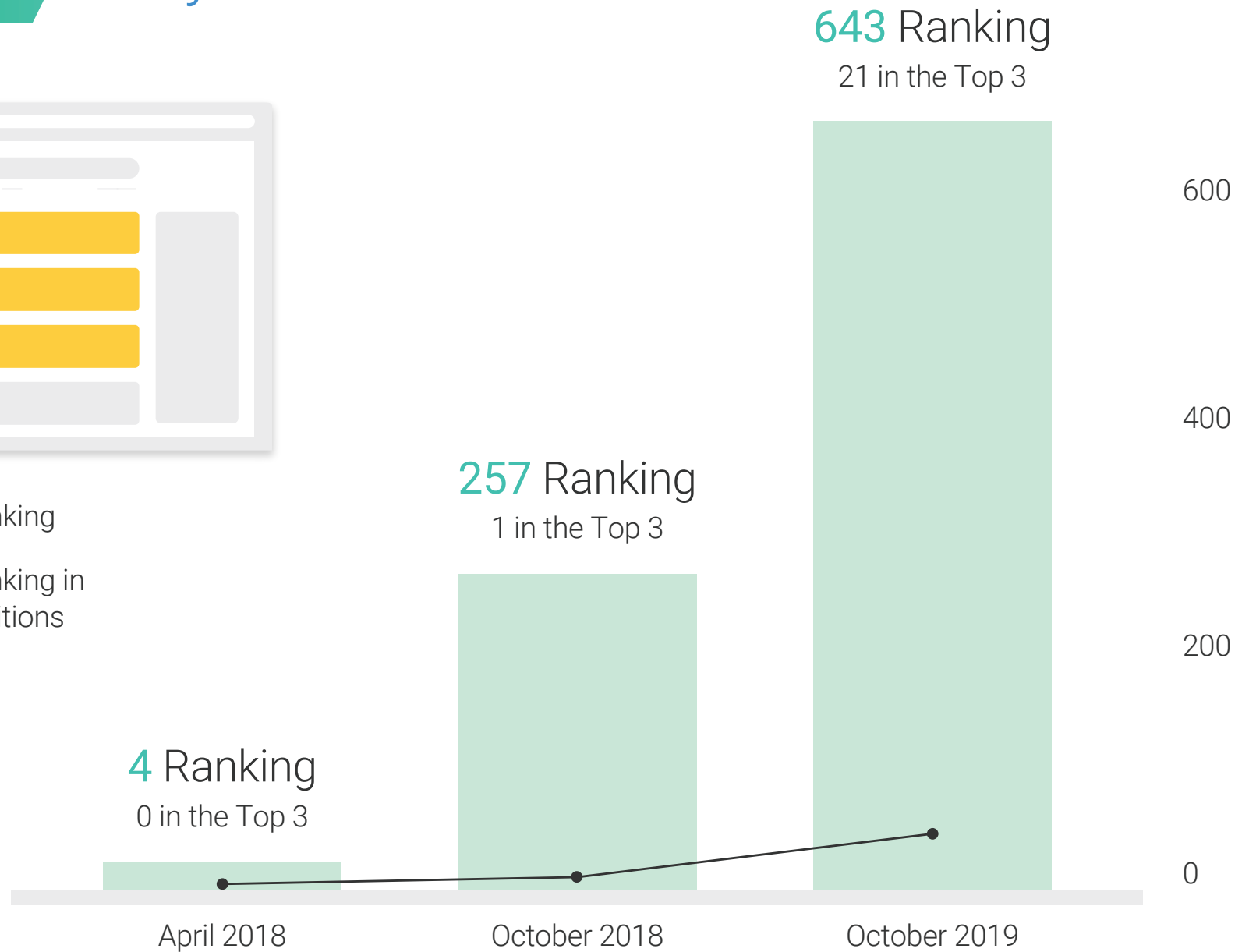
Based on Google Analytics' data, the LP team found the site's overall organic traffic improved significantly from when the campaign first started. From October 2018 to October 2019, the company has seen an exponential surge of users to their site (2,214% increase) as well as new users (2,400% increase). With each passing month, GSSC keeps growing with no signs of slowing down.

RESULTS

Keywords



- Keywords Ranking
- Keywords Ranking in the Top 3 Positions



RESULTS

Analytics

2,214%

Increase in Users

October 2018
132 Sessions



October 2019
3,054 Sessions

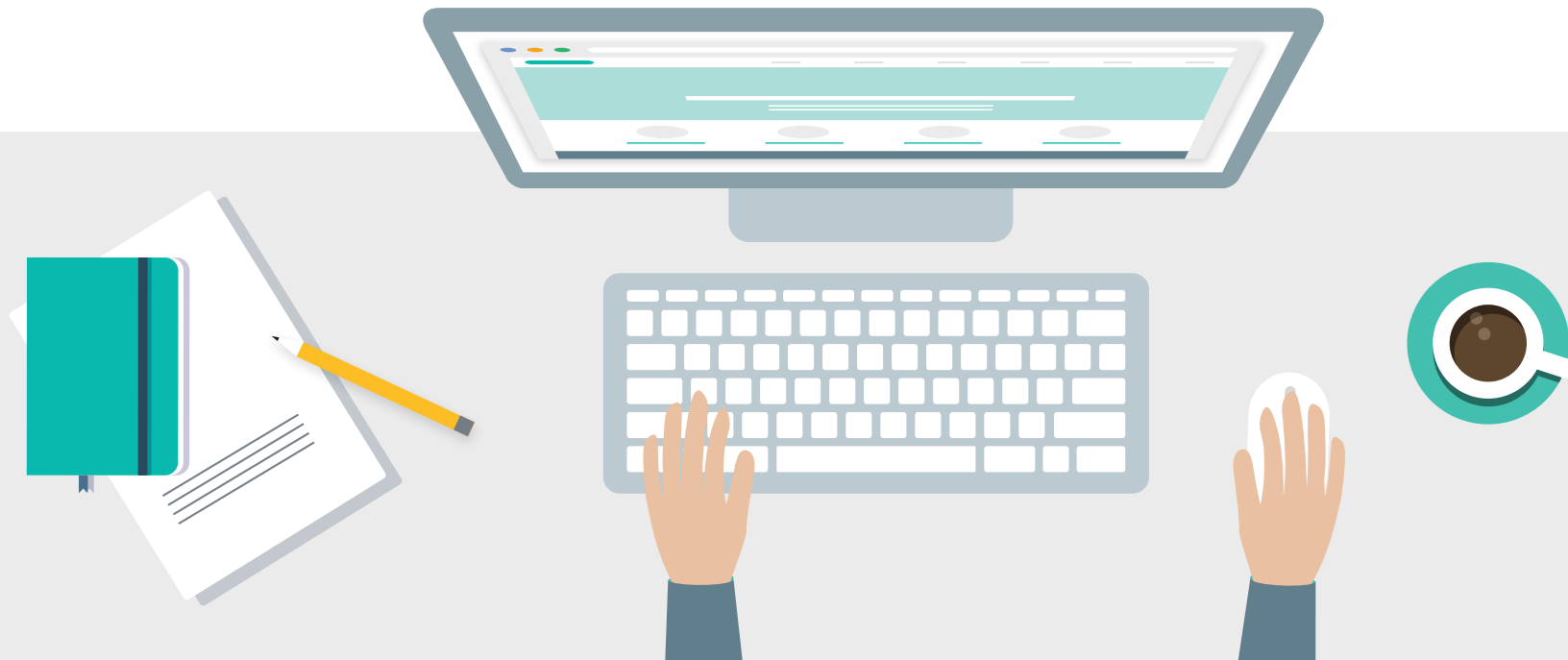
2,400%

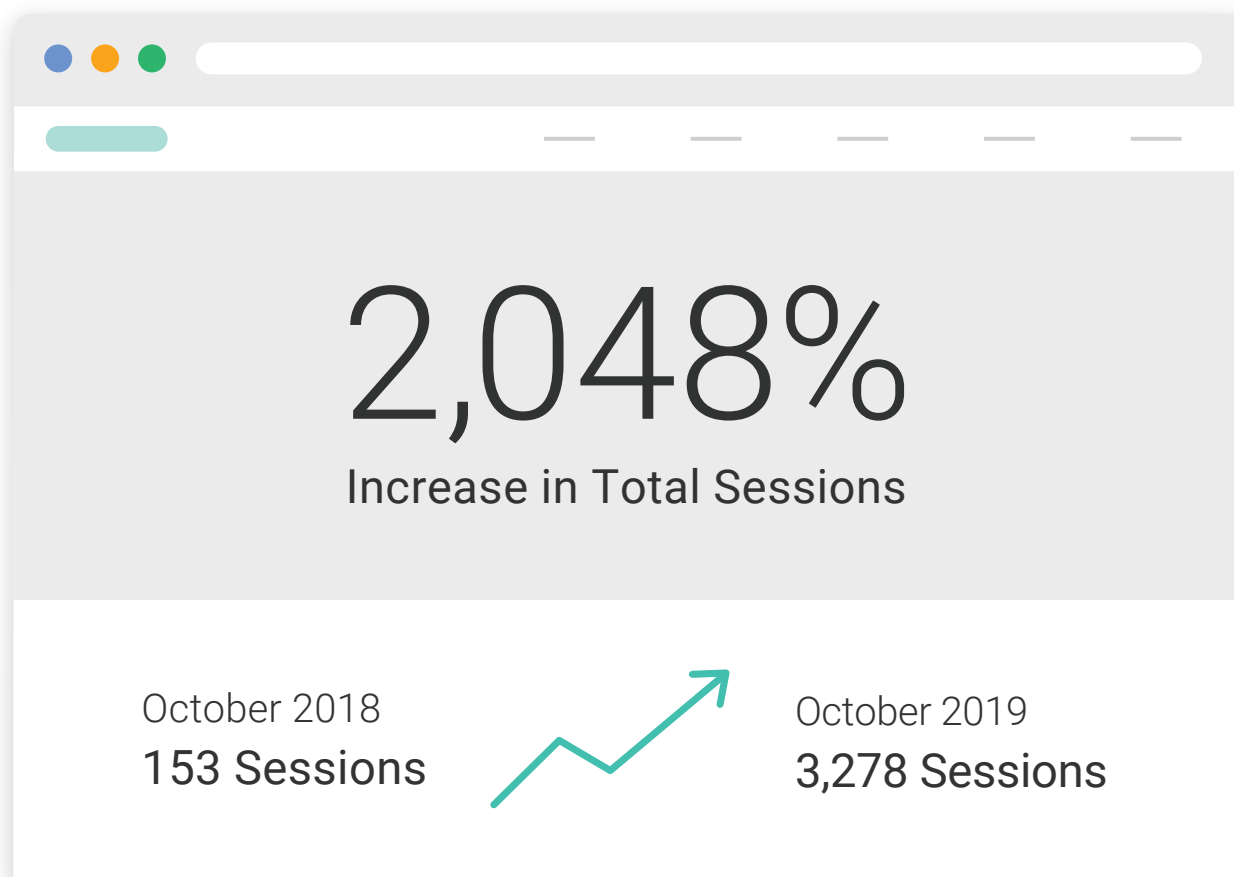
Increase in New Site Users

October 2018
121 Sessions



October 2019
3,025 Sessions





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Working with Logical Position has been a huge change in our online presence. With the large percentage of my new patients finding us on Google, I don't think we could have grown as quickly without their team. There's a personal touch that really connects you to the traffic flowing to your website and blog posts.

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- Dr. Jennifer Dour
Owner of Garden State Spinal Care