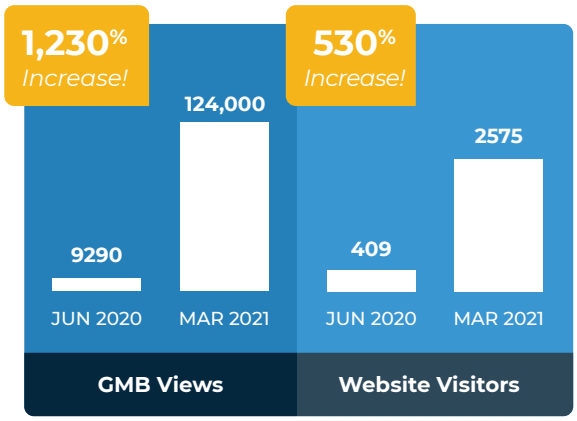


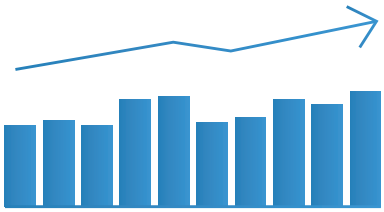
DYNAMIC DUO: PT Practice Uncovers ***Astonishing*** **Google Success** *by Combining SEO + SEM*

See How This Single-Location Practice Achieved New Patient Growth ***10 Months In A Row*** *(and counting!)*

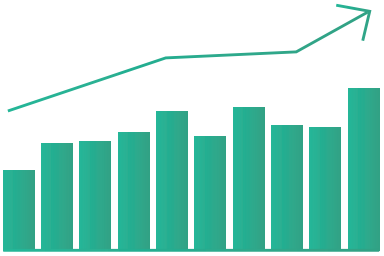
PLAN USED: **PLATINUM + GOOGLE ADS PPC PROGRAM**



ProTailored PT became a member of the Practice Promotions family in April of 2020. With their website freshly created, Jon, CEO of ProTailored PT, and his Practice Promotions marketing team focused on building and increasing the business' SEO through various strategies. The results show a consistent upward trend and growth from June 2020 until present day.



Monthly New Patients
from July 2020 - March 2021



Patient Visits Per Month
from July 2020 - March 2021

SPECIAL TERMS

Search Engine Optimization (SEO)

SEO includes strategies that a business can use in order to rank higher in search results *organically (free).* It requires producing helpful content and getting Google to see your pages as relevant to people searching online.

Search Engine Marketing (SEM)

SEM drives traffic to your website by *delivering ads (paid)* at the top of specific searches. You pay for each click & can determine exactly which landing page to display depending on the term being searched for. Ads are clearly marked as such, but still receive a lot of engagement as Google places them highly on search results.

At the beginning of 2021, after ProTailored PT's SEO was healthy and established, Jon decided it was time to throw SEM in the mix. ProTailored PT added the Google Ad PPC Program to their current subscription in February 2021. By leveraging SEO and SEM marketing efforts, ProTailored PT has seen some extraordinary results.

The practice saw 9,290 Google my Business views in June 2020. In March 2021 they had an impressive 124,000 Google my Business views. That's a 1230% increase!

ProTailored PT also had 409 website visitors in June 2020. Jumping to March 2021, they had 2,575 website visits, an astonishing 530% increase in just 10 months.

In fact, *they had* ***1,078 patient visits in March*** *alone, which was* ***a highest ever*** *for them!*

START YOUR SUCCESS STORY WITH A **FREE DEMO:** **PracticePromotions.Net/Ads**