

WORK EXAMPLES

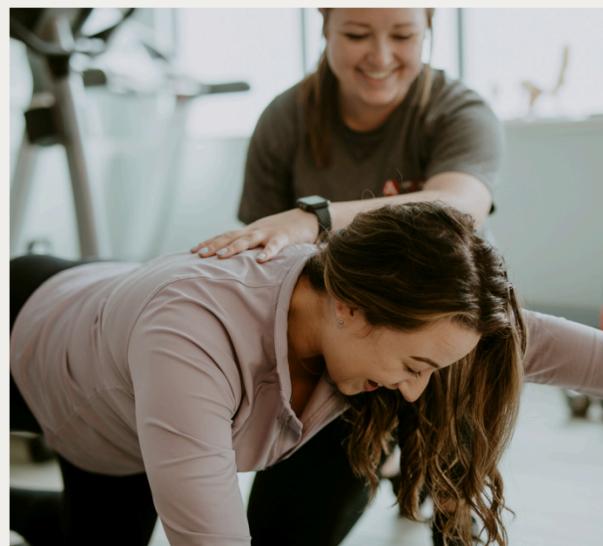
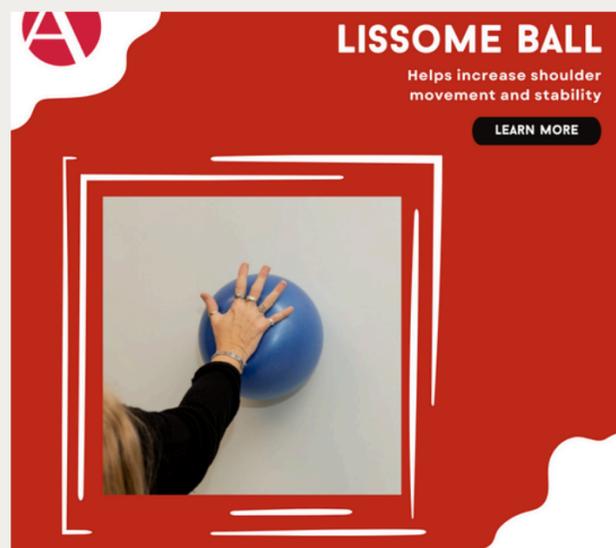
Client Name: Allied Physiotherapy Health Group

Testimonial



Tanu is a great physiotherapist. I would highly recommend her. The front desk staff is friendly and efficient.

Donna T

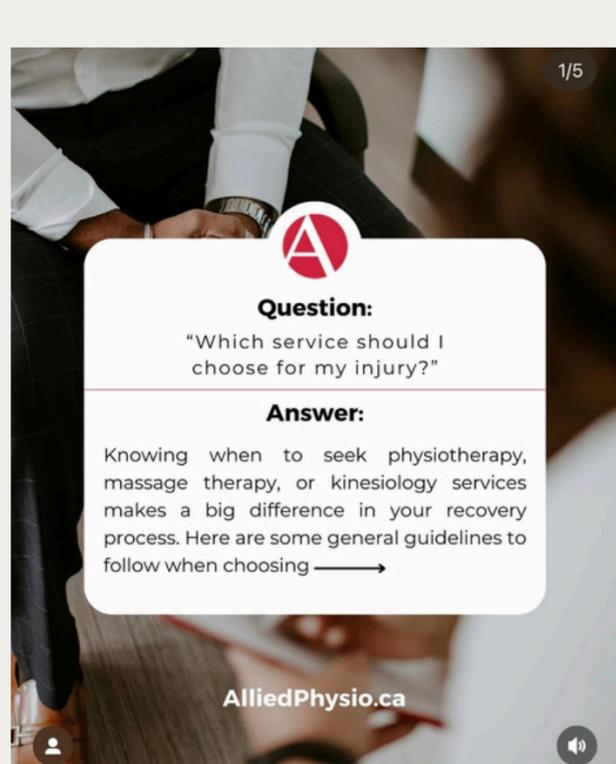
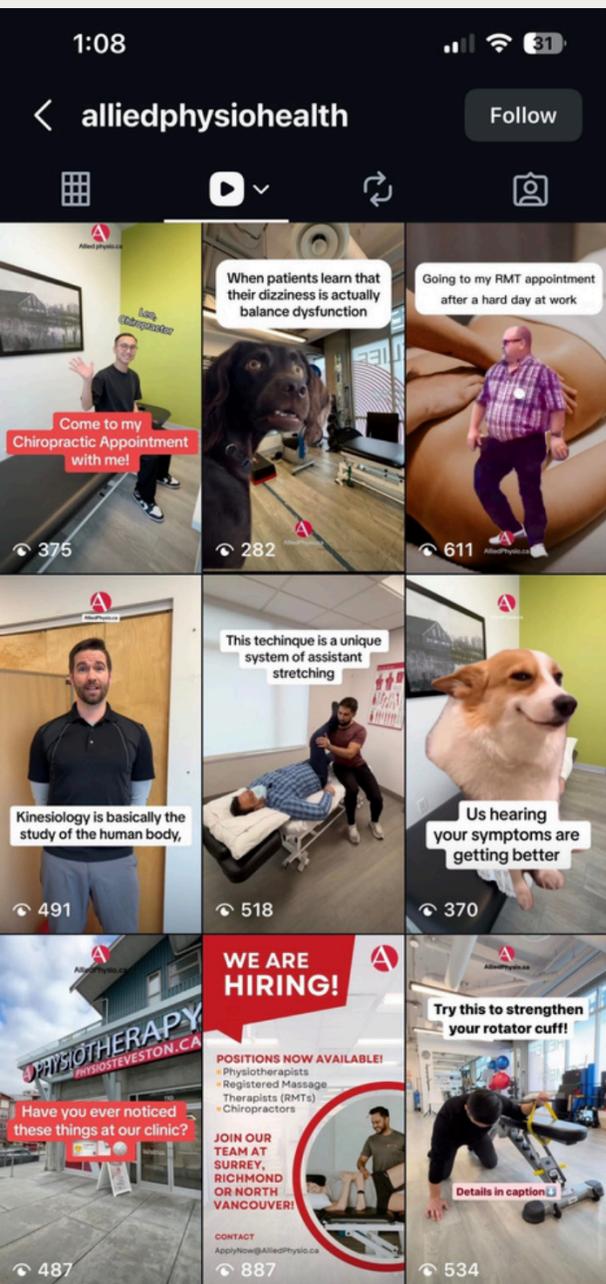


Vision

At Allied Physio, my vision was to create a seamless, data-driven marketing ecosystem that connected patients with the care they needed. By integrating social media management, paid advertising, SEO, email marketing, and optimized landing pages, I aimed to boost engagement, increase appointment bookings, and strengthen the clinic's online presence. Every campaign, post, and email was designed to provide value, drive results, and grow the brand's reach.



CREATIVES & REELS



INSTAGRAM LINK



FACEBOOK LINK

Social Media Management

I managed Allied Physio's Instagram and Facebook accounts, creating a consistent and engaging social media presence that resonated with patients. This included planning, designing, and scheduling posts using Canva, crafting captions tailored to the audience, and running targeted engagement campaigns to grow followers and interaction. By monitoring analytics and adjusting strategies in real-time, I ensured each campaign delivered measurable results while maintaining the brand's professional and approachable voice.



GOOGLE ADS

Your ads are all set! They'll have a higher chance of performing well.

Ad strength [?]
Excellent

- ✓ Add more headlines [View ideas](#)
- ✓ Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

Final URL [?]

Final URL
<https://booknow.alliedphysio.ca/north-vancouver/>
This will be used to suggest headlines and descriptions

Display path [?]

booknow.alliedphysio.ca
/ /
4 / 15 11 / 15

Headlines 15/15 [?]

For optimal ad performance, include these keywords in

Preview

Sponsored

booknow.alliedphysio.ca/book/appointment

Sports Injury Rehab Experts - #1 Best Rated Physio Clinic



Experience Comprehensive Care from Highly Trained Physiotherapists. Schedule Today. Experience the

PAID MEDIA CAMPAIGNS

I managed Google Ads campaigns for Allied Physio, developing strategies to drive patient appointments and increase online visibility. This included keyword research, ad creation, audience targeting, bid management, and A/B testing to optimize performance. I also designed and linked high-converting landing pages to ensure campaigns translated into measurable results, improving both lead generation and return on ad spend. Optimized Google Ads campaigns to increase **click-through rate by 30%** and **conversion rate by 25%**, driving a measurable boost in patient bookings.



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Ad strength [?]
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- ✓ Add more headlines [View ideas](#)
- ✓ Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads. [?]

Final URL [?]

Final URL
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Preview

Sponsored

booknow.alliedphysio.ca/book/appointment

Same Day Physio Appointments - Available for new patients

Surgical recovery made easier. Our physiotherapy experts will guide smooth rehabilitation. Say goodbye to pain and discomfort. Our experienced physios offer tailored solutions. Service catalog: Acupuncture, Motor Vehicle Injuries, Work Place Injuries, Arthritis, Sport...

Contact Us Services Offered Why Choose Us

SEO & WEBSITE OPTIMIZATION

Backlinks Overview:

Backlinks: Totals

Root Domain: <https://richmondphysio.ca/>

Total Backlinks

9.2K

The number of links pointing to the queried URL

Authority Score

11

Authority Score is our proprietary metric used to measure overall quality of domain and influence on SEO. The score is based on the number of backlinks, referring domains, organic search traffic, and other data.

Referring IPs

147

The number of IPs pointing to the queried URL

Referring Domains

138

The number of Domains pointing to the queried URL

I handled **SEO and website optimization** for Allied Physio, managing **12 clinic websites** to improve local search visibility and enhance the user experience across all pages. This included conducting keyword research, implementing on-page SEO, **creating and publishing blogs** to address patient needs, and maintaining website content to ensure accuracy and relevance. Additionally, I **built and optimized website pages** for specific services, monitored website analytics, and made data-driven improvements to increase traffic, engagement, and appointment bookings.

HOME WEBSITE LINK

BLOGS LINK

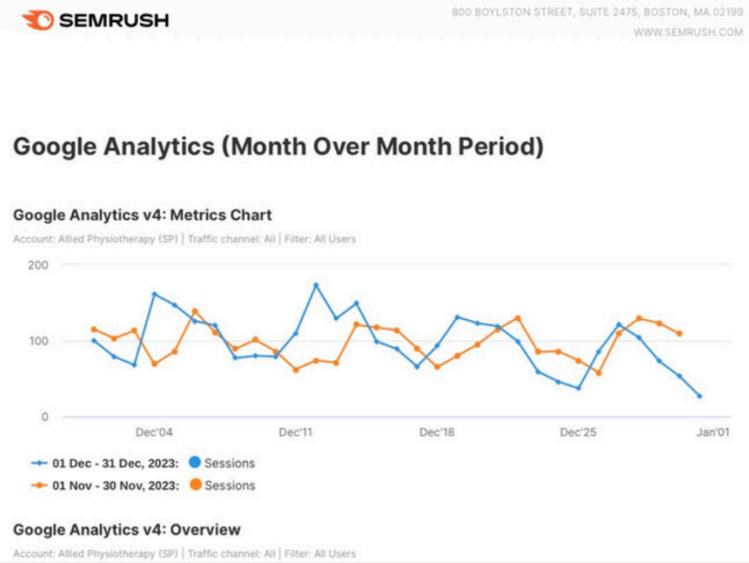
MULTI LOCATIONS LINK



be optimized with the goal of drawing in visitors who have searched for specific keywords.

Keyword Rankings 1 - 42 (42)

Keyword	richmondphysio.ca			Volume
	01 Dec	31 Dec ▲	Diff	
1. icbc physiotherapist clinic richmond	4	1	+3	10
2. richmond icbc injuries clinic	1	1	0	10
3. richmond icbc injury claim clinic	1	1	0	10
4. richmond blundell physiotherapy	1	1	0	170
5. physiotherapy services	1	1	0	90
6. richmond icbc injury clinic	1	1	0	10
7. richmond physiotherapy	1	1	0	1,300
8. richmond back pain treatment	2	1	+1	10
9. richmond physio clinic	1	2	-1	10
10. richmond physio for neck pain	5	2	+3	10
11. icbc physio clinic richmond	3	3	0	10



EMAIL MARKETING & CRM

I managed email marketing and CRM for Allied Physio, creating engaging email copy, visually appealing templates, and segmented campaigns for targeted patient communication. By setting up automated workflows and optimizing performance, I increased email **open rates by 35%**, **click-through rates by 28%**, and **repeat bookings by 20%**, driving overall patient engagement and clinic growth.



Dealing with an injury can be frustrating and painful. Seeking professional help like [physiotherapy](#), [massage therapy](#), or [kinesiology](#) can make a big difference in your recovery. Here are some general guidelines on booking these services after an injury:

Physiotherapy

In general, we always recommend booking an initial physiotherapy assessment when your injury first occurs. Physiotherapy uses a wide range of techniques to help a patient regain movement and function in the affected areas of the body.

Book Physiotherapy For:

- Motor Vehicle Injury (ICBC)
- Work Injuries, WorkSafe (WBC, WSBC)
- Sports Injury
- Back and Neck Pain
- Muscle Strains or Tears
- Improve Mobility
- Chronic illnesses such as Osteoarthritis, Arthritis, Chronic Obstructive Pulmonary Disease (COPD), and multiple Sclerosis

Kinesiology

Kinesiology focuses on human movement and exercise science, which makes it great for individuals looking to prevent future injuries or optimize full functional recovery post-injury.

Book Kinesiology For:

- Chronic Pain, Stress, Anxiety, and Poor Sleep
- Movement Disorders
- Motor Vehicle Injuries (ICBC)
- Sports Injuries
- Muscle Imbalance
- Pre and Post Surgical Rehabilitation

Massage Therapy

If you are experiencing muscle tightness, soreness, or stiffness following an injury, massage therapy can help alleviate these symptoms and improve circulation to aid in the healing process. Massage Therapy will improve circulation to aid in the healing process, restore mobility and flexibility to the joints and muscles.

Book Massage Therapy for:

- Whiplash (back & neck pain) from car accidents
- Back Pain from sciatica, muscle strain and osteoarthritis
- Headaches
- Muscle spasms, stiffness, and pain
- Conditions like Arthritis, Fibromyalgia, and Osteoporosis
- Injuries from sports, such as strains in the hamstring or calf/Achilles tendon Strains in the rotator cuff, tennis elbow, and golfer's elbow

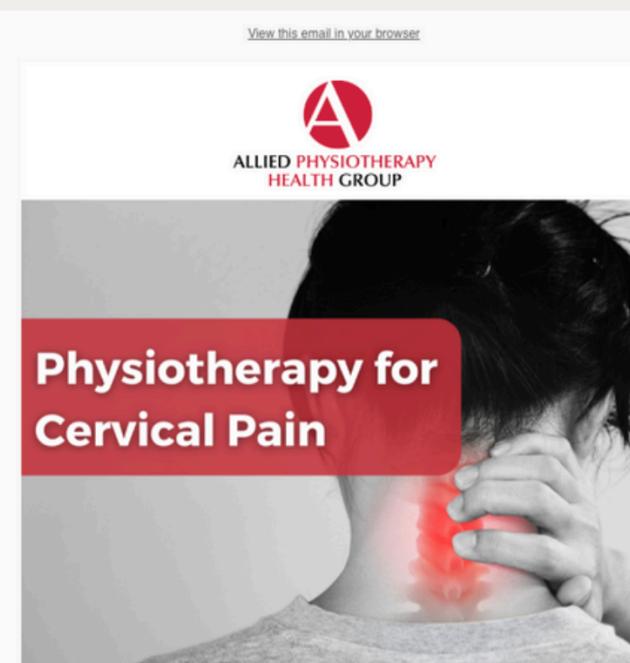
For more information, head over to our blog and learn more:

[Read Blog Post](#)

Ready to book your appointment? Find a location near you and let's get started!

[Book an appointment](#)

Clayton Heights 188 St - Panorama - Cloverdale - Surrey 88th Ave (Nordel)
White Rock/South Surrey - Surrey Hwy 10 - Surrey 152nd St (Fleetwood) -
Richmond Blundell - Richmond Steveston - North Vancouver



Are you experiencing discomfort or pain around your neck and shoulders? You might be dealing with **cervical dysfunction!**



What is Cervical Pain?

Cervical pain refers to the pain and discomfort felt in your neck, which may refer to the shoulders, and upper back region.

This pain can be sharp or dull, and cause severe discomfort that leads to:

- Reduced Mobility
- Sleepless Nights
- Loss of Function
- Headaches

Some cases of cervical pain might even require medical intervention.

[Learn More On The Blog](#)

When to Seek Physiotherapy Help?

If you are experiencing symptoms of cervical pain such as **persistent headaches, numbness or tingling in the arms, or extremely limited neck movement**, it is crucial to seek professional help.

These symptoms can be indicative of an underlying condition that requires prompt medical/physiotherapy attention. Your [physiotherapist](#) can help identify the root cause of your cervical pain and provide appropriate treatment options.



Benefits of Physiotherapy for Cervical Pain

- Relief from Pain
- Faster Recovery
- Increased Range of Motion
- Restored Function
- Improved Posture and Balance
- Individualized Care

Whether you're experiencing acute or chronic cervical pain, seeking physiotherapy help can be a game-changer. Contact us and start living pain-free again:

[Book your Physio Assessment today](#)

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