

# SEO Case Study

Formation Physio x CSJS Digital

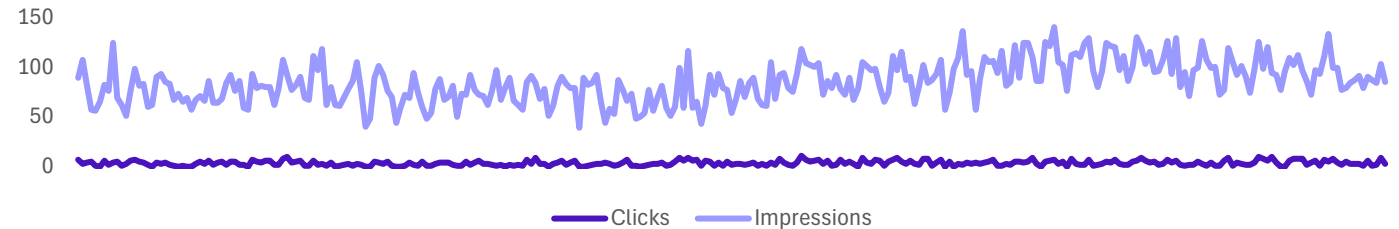
2025



# What Was The Challenge?



Organic Traffic Had Flatlined



Not ranking strong enough for top converting keywords. **How do we rank better for our commercial keywords that get clients to book with us?** E.g. “physio Belfast”

There was no strategic direction on business development (what services to offer) or what content we should be creating online (aligned across channels). **What content should we create to drive more clients into our practice?**

# What We Did?



## Technical SEO Audit

CSJS SEO conducted a full technical SEO audit, identifying errors including broken internal links, internal redirects, XML sitemap errors, Orphan URLs, duplicate content and more.



## Existing Content Optimisation

CSJS SEO conducted keyword research based on Formation Physio service offering, and provided SEO content optimisation recommendations to squeeze more out of the existing pages on the website.



## Net New Content Creation

CSJS SEO x Formation Physio created:

- 7 New Service Pages
- 7 New Blog Posts
- 1 New Gift Voucher Page



## GMB Optimisation

CSJS SEO optimised the Google My Business listing to improve keyword targeting efforts, and increase visibility in looking Search Engine Results Pages (SERPs).

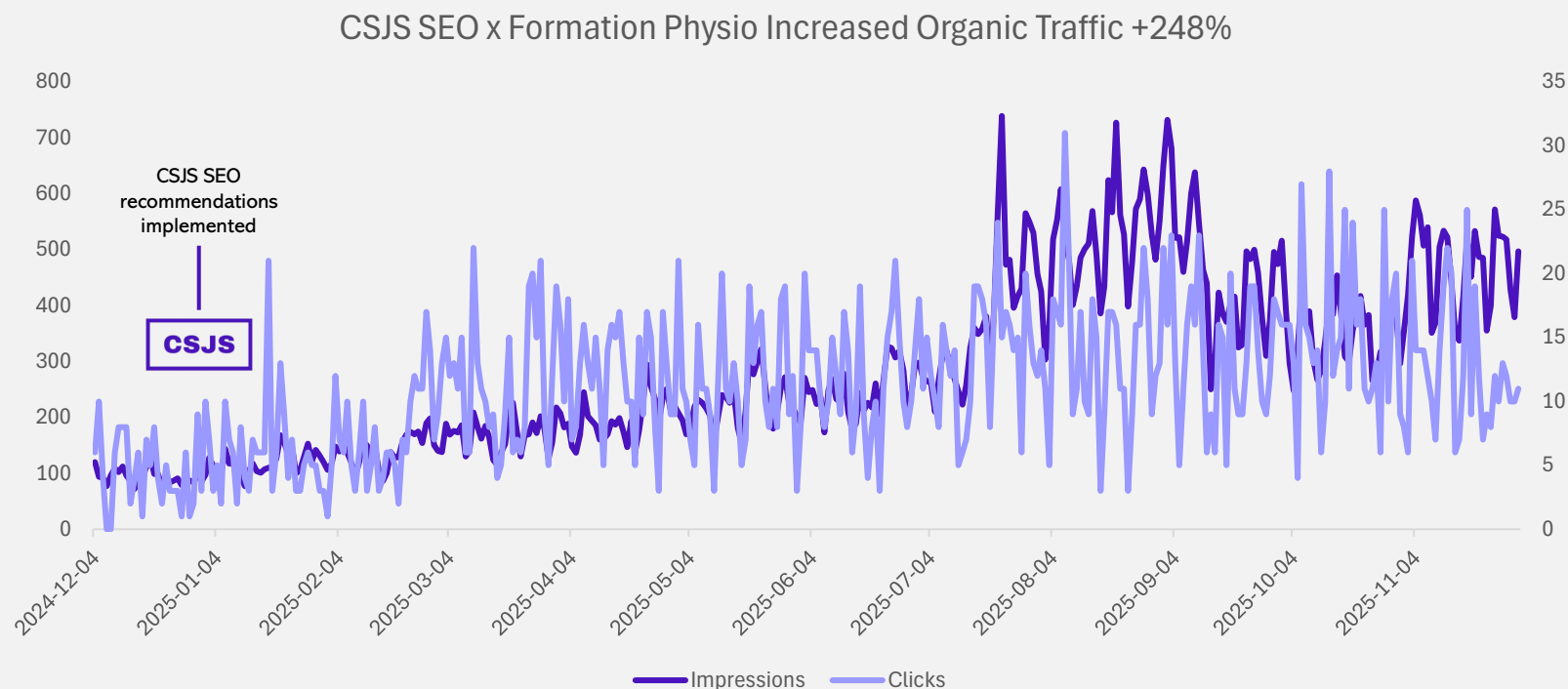
Incorporated Squeez Reviews Reputation Management Tool to increase reviews



# The Results...

So, what happened?

# Sitewide SEO Performance Improved Significantly YoY



**+249%**

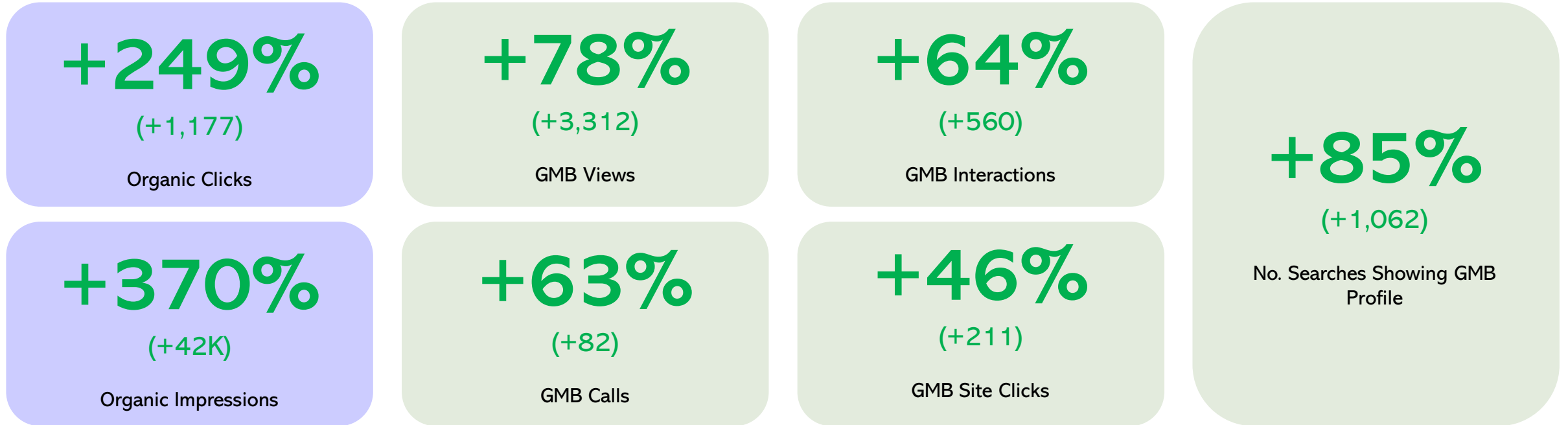
(+1,177)  
Organic Clicks

**+370%**

(+42,485)  
Organic Impressions

**Last 4 Months Results YoY:** Overall organic clicks increased +249% YoY [**+1.1K**], impressions +370% [**+42K**], and average position 27 > **17**.

# GMB Profile Also Drove Significantly More Leads Also



**Last 4 Months YoY Results:** GSC Organic Clicks +249% (+1.1K), Organic Impressions +370% (+42K). Google My Business Views +78% (+3.3K), Interactions +64% (+560), Calls +63% (+82), Site Clicks +46% (+211), Searches Showing Profile +85% (+1,062)

# Keywords: Significant Ranking Improvements

Query	Avg Pos. 24	Avg Pos. 25	Clicks YoY	Imp. YoY
Sports massage belfast	DNR	8	+59	+2.1K
Formation physiotherapy	2	1	+56	-223
Pilates Lisburn road	5	3	+27	+77
Physio belfast	49	10	+25	+402
Pilates belfast	36	11	+16	+1.5K
Physio Lisburn road	4	3	+15	+100
Reformer pilates belfast	37	11	+14	+686
Physiotherapy belfast	49	10	+12	+419
Pilates near me	44	9	+10	+1.8K
Physio near me	39	6	+8	-49

Data Source: GSC, 3<sup>rd</sup> Aug – 30<sup>th</sup> Nov 2024 vs. 2025 | \*DNR = Did Not Rank

# Content Optimisations & New Service Pages Drove Success



Homepage

+651

Organic Clicks

+10K

Organic Impressions

“physio Lisburn road” #5 > #2

“pilates Lisburn Road” #7 > #3

“physiotherapy Lisburn road” #3 > #1



New Pilates Page

+33

Organic Clicks

+4.6K

Organic Impressions

“pilates Belfast” DNR > #9

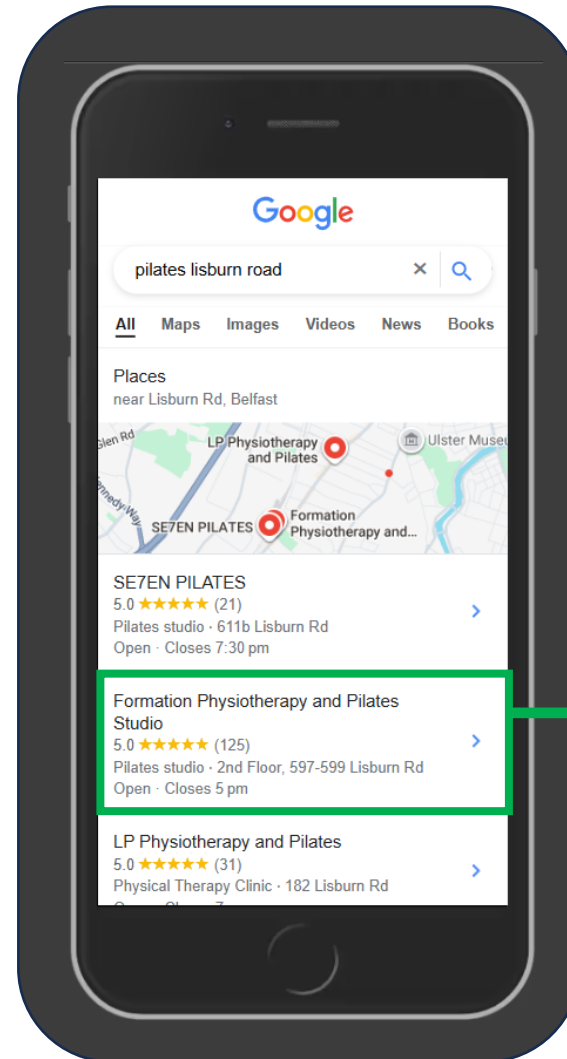
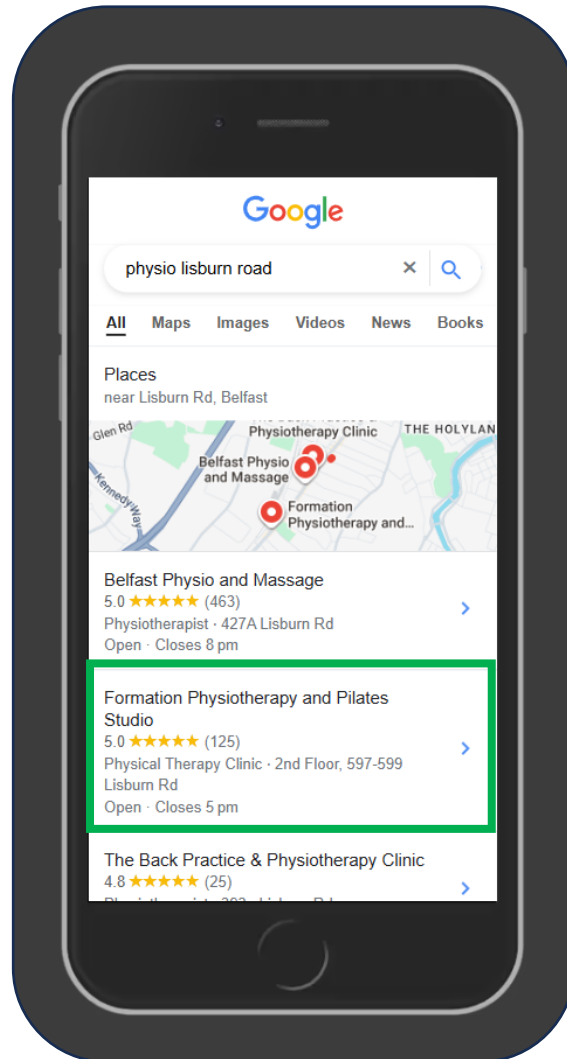
“physio led pilates” DNR > #10

“pilates classes Belfast” DNR > #8

\*DNR = Did Not Rank | Data Source: GSC, 1<sup>st</sup> Apr – 30<sup>th</sup> Jun 2024 vs. 2025



# FP Are Winning Top Spots in Google Results



Formation Physio rank in the top **map pack results** for their core Service + Location terms on Google

Using Squeez Reviews tool we have increased review count from 32 > **125** whilst maintain a 5 star review score 🌟

# Emma's Review ★★★★★

From the start, Callum has been so easy to work with. His extensive knowledge and experience in SEO is clear, but what sets him apart is his **understanding of the unique challenges that small business owners face when trying to grow their online presence**. He has been incredibly patient, unhurried, and professional throughout the process.

His approach has felt **collaborative rather than overwhelming**, which we have really appreciated. We have seen **tangible results** since we implemented his recommendations. We have noted **more clients** coming to us through Google search and our data shows that around **50% of new patient referrals** for our Pilates classes are now finding us online, and we know this will continue to grow.

As a healthcare business built on **integrity** and a **client-centred approach**, it was important for us to partner with someone who understands and respects that. We would have **no hesitation in recommending him to other healthcare providers looking to strengthen their SEO and digital visibility**.



**Emma Bothwell**  
Owner, Formation Physio &  
Pilates