



Case Study 3

Website Optimization & SEO Performance

Presented by :
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Focus :
Driving Traffic Growth, Engagement & Conversions Through UX & SEO

Timeframe:
Feb 2025 – April 2025

Role:
Marketing & Communications Lead

Overview

This project focused on improving website performance, user engagement, and conversion actions by optimizing content structure, user flow, and SEO foundations. The goal was to increase qualified traffic, improve engagement, and support business growth through stronger digital performance.



Challenges Identified



Key Challenges

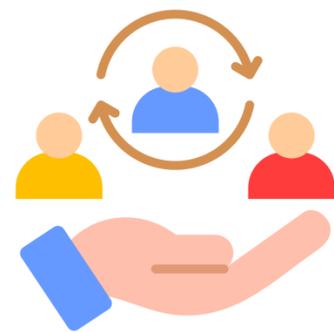
- Low SEO discoverability for high-intent service pages
- Need to improve conversion pathways from informational content to booking pages
- Opportunity to reduce bounce rate through stronger engagement, clearer navigation, and improved user flow
- Underutilized regional SEO and location-based targeting, limiting local reach and visibility

Web Optimization Actions



SEO & Page Optimization

- Improved page titles, meta descriptions, and keyword targeting
- Strengthened internal linking between service, specialist, and booking pages
- Optimized high-traffic pages to better match search intent



Conversion Optimization

- Enhanced CTAs on Landing, Specialists, and Booking pages
- Improved content clarity to reduce friction in booking decisions
- Optimized user flow to move visitors from discovery to trust to action



Engagement & Event Tracking

- Tracked meaningful interaction events, including:
- Email clicks
- Phone taps
- File downloads
- Used behavioral data to refine high-intent page layouts



Regional Growth Strategy

- Identified top geographic markets for localized SEO & ads
- Created a foundation for geo-targeted landing pages and campaigns
- Supported future market expansion through location-based content strategy

Sample Blog Posts & Booking Pages

Blog Posts



Sports Massage Therapy in Calgary: Improve Recovery, Flexibility & Performance



Improving Your Post-Operative Outcome

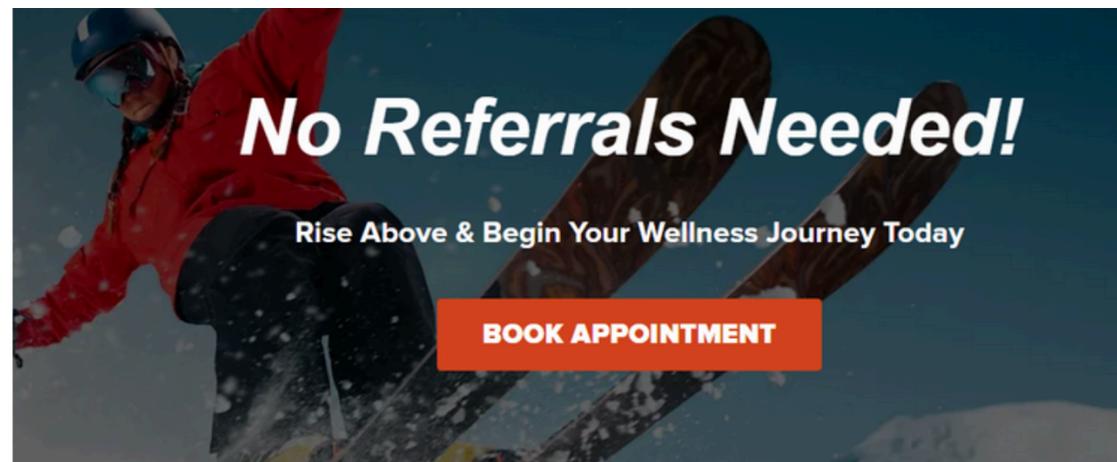


Carpal Tunnel Syndrome Explained: How Physiotherapy at Group23 Calgary Can Help You Heal



Do I Need a Knee Brace? When and Why You Might Need One for Pain Relief and Stability

Booking CTA



No Referrals Needed!

Rise Above & Begin Your Wellness Journey Today

BOOK APPOINTMENT



Services ▾ Programs ▾ Specialists About ▾ Patient Resources ▾

Accelerated Access Sports Injury Clinic

Find Out If You're Eligible

FILL OUT THE FORM





Data Analysis 1

Website Traffic, Audience & Top Pages Insights

Traffic & Audience Insights

Traffic & Audience Insights after implementing SEO strategy

- **13,000** active users
- **135** tracked conversion events (email clicks, calls, downloads)
- Strong engagement across high-intent pages

Top User Locations

- Calgary: **7000** users
- Edmonton: **1700** users
- Vancouver: **497** users
- Additional traffic from Medicine Hat (252) and Lacombe (239)

Key Insights: Demand was strongest in Western Canadian cities, highlighting regional growth opportunities for localized campaigns and SEO targeting.

Active users	New users	Average engagement time per ...	Event count
13K	13K	1m 44s	135K

Top pages/screens				
PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Sports Medicine Clinic Rise Above Injury...	11K	7.6K	39K	18.8%
Our Specialists Group23 Sports Medicine	7.6K	4.3K	21K	26.9%
Book Now Group23 Sports Medicine	5.7K	3.5K	14K	21.9%
Group23 Sports Medicine	2.3K	1.7K	8K	18.5%
Contact Us at (403) 284-4040 Group23 ...	2.2K	1.5K	5.5K	26.4%
Physiotherapy Group23 Sports Medicine	2.1K	1.5K	5.3K	10.7%
Accelerated Access Sports Injury Clinic ...	2K	1.2K	5.5K	34.7%

Active users by City	
CITY	ACTIVE USERS
Calgary	7K
Edmonton	1.7K
Vancouver	497
Medicine Hat	252
Lacombe	239
High River	214
Edson	212

Top-Performing Pages

Top Pages after implementing SEO strategy

- Landing Page: **7600** users
- Our Specialists Page: **4300** users
- Booking Page: **3500** users

Key Insights: Users showed strong interest in service discovery and appointment booking, confirming high commercial and conversion intent.



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13K	13K
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Contact Us at (403) 284-4040 Group23 ...	2.2K
Physiotherapy Group23 Sports Medicine	2.1K
Accelerated Access Sports Injury Clinic ...	2K



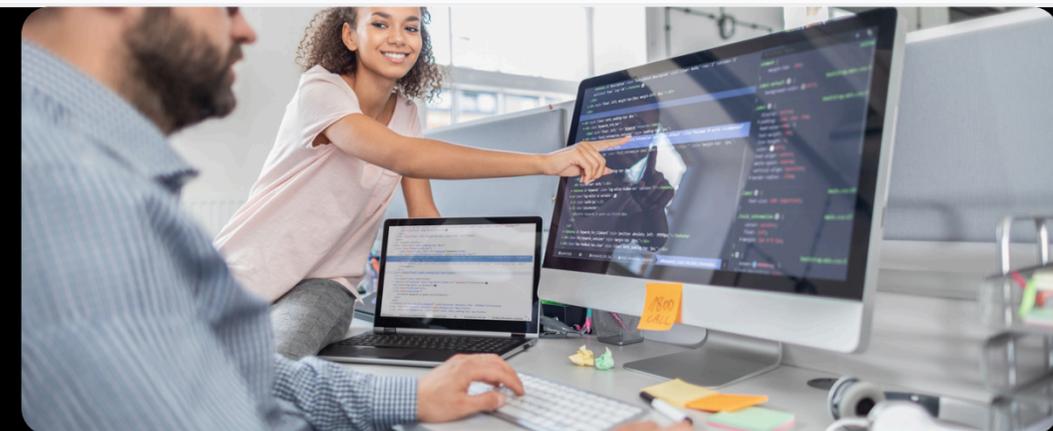
Results Summary

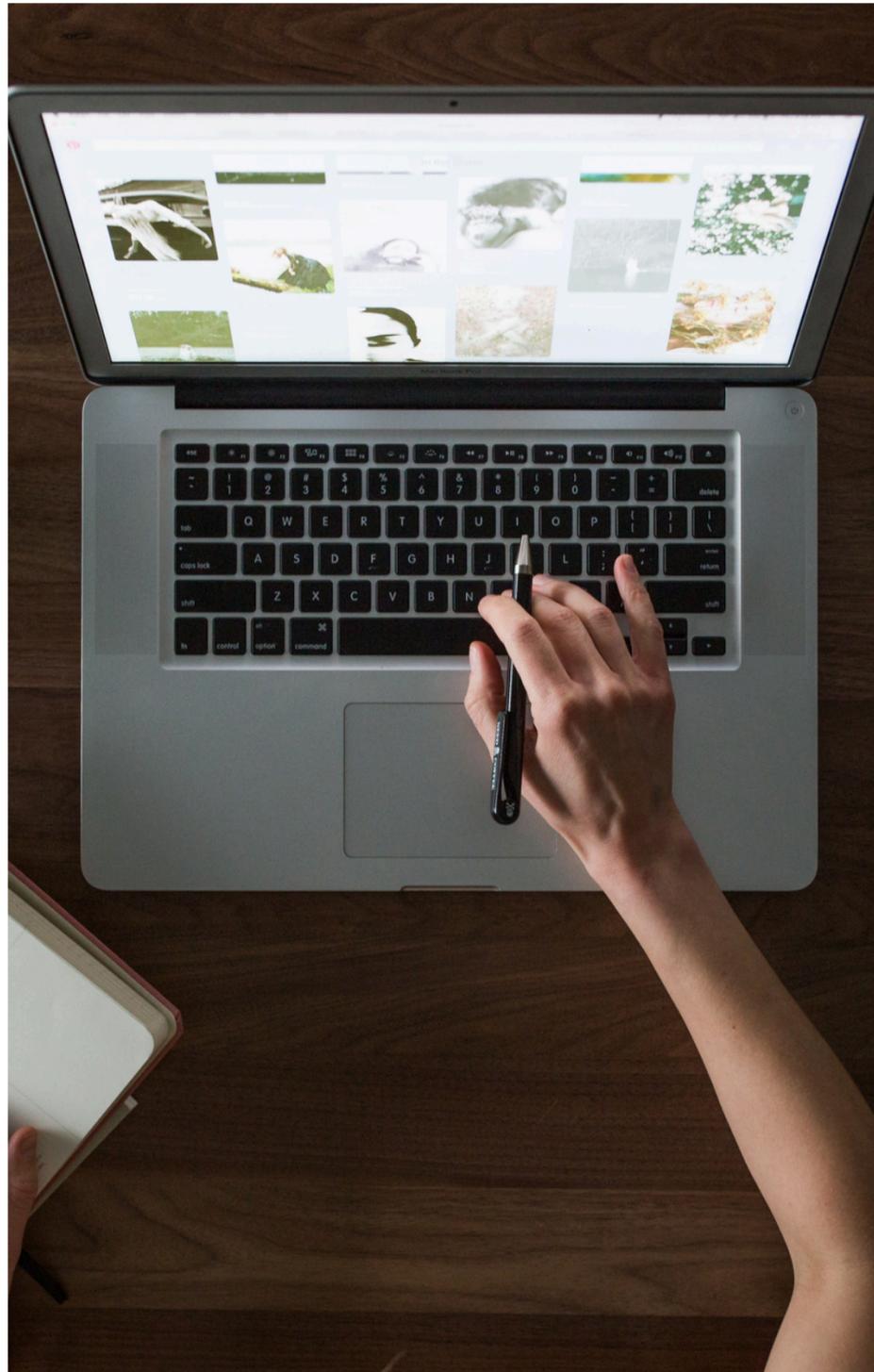
By applying SEO and page optimization, improving conversions, tracking user engagement and key events, and implementing regional growth strategies, I achieved the following results within three months.

- **13,000** active users in under 3 months
- High engagement on revenue-driving pages (Booking & Specialists)
- **135** conversion-related events, demonstrating strong user intent
- Clear visibility into top-performing cities for smarter marketing targeting
- Improved alignment between content, UX, and conversion goals

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[View pages and screens](#) →





How these Results Impacted the Business

- ✔ Strengthened the website as a lead and booking engine
- ✔ Improved insight into regional demand and user behavior
- ✔ Built a scalable foundation for SEO, paid ads, and CRO growth
- ✔ Increased ability to turn traffic into measurable actions



Key Skills Demonstrated

- ✓ Google Analytics & Event Tracking
- ✓ Website Performance Analysis
- ✓ SEO & On-Page Optimization
- ✓ UX Optimization & Conversion Strategy
- ✓ Data-Driven Reporting & Insights



Case Study 2

Website Optimization & SEO Performance

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Presented by :
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Kindly visit my website joanamanwi.com to view more case studies.