

Blue Tortoise Acupuncture



Blue Flamingo implements an imaginative,
multi-disciplinary digital marketing plan for
Blue Tortoise Acupuncture



blueFLAMINGO

The customer

Blue Tortoise is an acupuncture business founded in 2007 by Sophie Fortier, a French-Canadian practitioner of this ancient alternative health and wellbeing treatment. She is a registered member of the College of Traditional Chinese Medicine Practitioners and Acupuncturists of Ontario. CTCMPAO is the governing body established by acts of the Ontario government.

The clinic's services include acupuncture, acupressure, moxibustion and micro-needling, to address physical and mental health, chronic and acute pain, fertility, migraines and cosmetic issues.

The brief

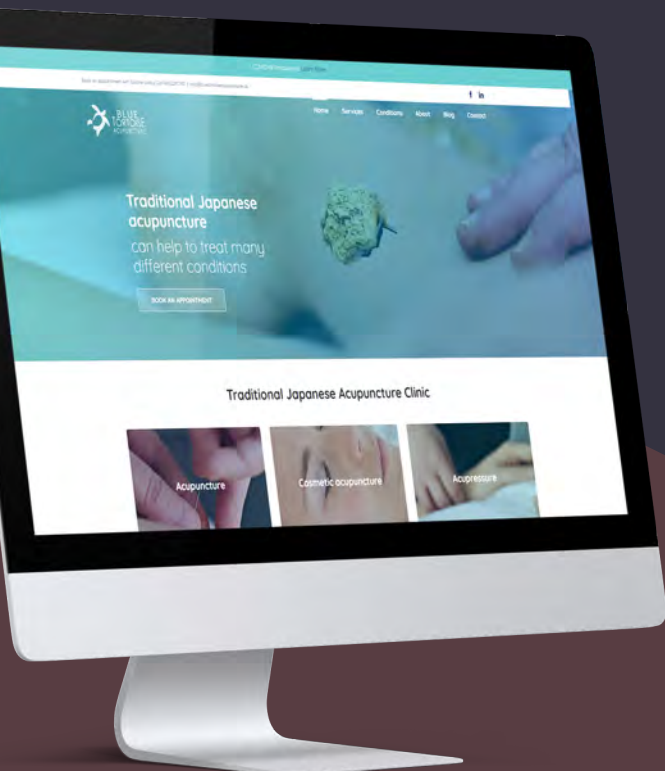
Blue Tortoise Acupuncture approached Blue Flamingo to rebuild their site back in October 2019. We built an entirely new website using WordPress which means that the site can be easily and quickly updated by its owners without the need for any technical expertise.

We addressed the presentation of Blue Tortoise's proposition and made a clear distinction between services offered and the conditions they are designed to treat. This made the offer much clearer and removed any confusion between health solutions and elective treatments.

We gave prominence on the home page to the five key treatments, presented via flip boxes which rotate to give a summary and a button for 'more info', thus taking visitors straight to the information they need.

Immediately below these flip boxes we presented Sophie as the image and ambassador of the brand. Acupuncture is a deeply personal service so it is extremely important to give visitors a figure with whom they can identify. Immediately Blue Tortoise was made to seem more approachable.

The importance of calls to action (CTAs) cannot be underestimated as a way of nudging visitors into action so we significantly increased 'Book an Appointment' CTAs across the site. As part of the same strategy, we also added several other micro-interactions such as links to external sites where more information on certain conditions can be found, opening in a new tab rather than overwriting the Blue Tortoise window.



By 2019 Blue Tortoise had experienced 12 years of very healthy growth and in 2020 Sophie was ranked in the top 3 of acupuncturists in Markham. Everything was going well until the pandemic hit the world. Like many face-to-face service businesses, the clinic suffered from the sudden collapse in business during the lockdown. Existing customers stayed away and there were no new customers. After the end of the 1st wave in June 2020, Blue Tortoise had lost much of their existing business and needed to desperately regrow their business. At that time, turning things around had become a matter of existential urgency.

Of the many issues hampering recovery, five were particularly evident:

- ✖ The website's organic search performance was poor, resulting in the generation of fewer than 100 sessions.
- ✖ Ranking for specific keywords was non-existent, with no appearances in the first three Google Search results.

- ✕ The website had no capability to measure the rate or value of on-page conversions.
- ✕ Despite mounting paid advertising campaigns in the first half of 2020, Blue Tortoise was able to record only a very small number of conversions.
- ✕ The cost per conversion was so high it was unsustainable.

Having attempted to reinvigorate the business with all the digital means at hand, Sophie's team realised they needed expert assistance.

Blue Tortoise Acupuncture came seeking our help to explore options and rebuild a thriving business that had been severely impacted in the early months of the pandemic.

Our solution

Since we were already familiar with the brand's vision and objectives, it made us the perfect choice to meet this challenge. We held lengthy discussions with Blue Tortoise to understand the rate and nature of the decline and to identify why their attempts at reversing this had not succeeded.

We agreed on a series of short- and long-term objectives which would return the business to growth and then devised a detailed plan to maximise the marketing potential of the clinic's web presence.

The requirements of brevity and clarity in specifying the clinic's services and conditions meant that the opportunities for keyword placement were limited. To overcome this, we introduced a new blog section, with the aim to attract the attention of the search engine crawlers, and created a constant flow of new keyword focussed content to improve the site's SEO performance.

SEO

Search Engine Optimisation remains the single most powerful means of raising the profile of a website and generating convertible traffic. Our changes to the SEO mechanics of the site were designed to achieve much higher rankings for targeted keywords. The anticipated result was to drive a significant increase in traffic and conversions via form completion. This SEO strategy formed a major part of our overall plan and was broken down as follows:

- ✘ Our development and SEO teams considered the main search compliance issues and improved the site's page loading times, its mobile-ready responsiveness and its contextual linking.
- ✘ We carried out sitemap and robot updates to improve the site's visibility to web crawlers.

We introduced a web analytics tool to enable the tracking and measurement of conversion metrics.

- ✘ We added page attributes for all the key webpages, creating URLs that are more easily discoverable by the crawlers.
- ✘ We made revisions to the site content by optimising it with targeted keywords without interrupting its originality, readability and authority.
- ✘ We conducted a thorough analysis of the backlinks featured by competitors and across the industry in order to place these and other valuable links on the site. High-quality backlinks make a substantial contribution to a site's rankings in terms of trust and authority.
- ✘ We implemented a program to generate local citations, both structured and unstructured, in directories and social media profiles and through contextual references in blogs, forum posts and press outlets. This is a vital SEO strategy for a face-to-face business which needs to draw customers that are geographically close.

PPC

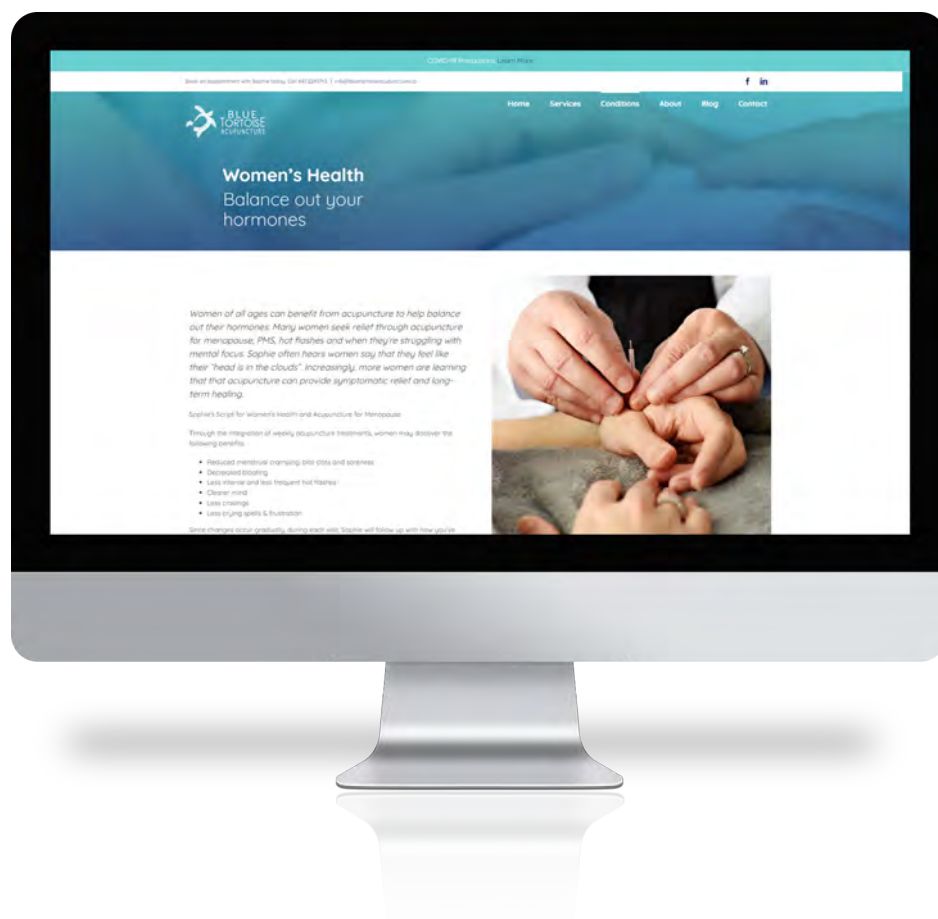
We set up a Pay Per Click campaign to generate immediate enquiries since the SEO measures needed time to be picked up by Google and yield results. Mindful of the budget, we employed several paid marketing tactics.

- ✂ We segmented the campaign into the two main services, general acupuncture and fertility acupuncture.
- ✂ We analysed the performance of keywords in each service category and sub-category.
- ✂ We adjusted the daily PPC spend according to the highest performing campaigns, keeping strictly within the monthly budget.
- ✂ We divided each campaign into multiple ad groups according to the different sub-sets of services.
- ✂ We drew up a list of negative keywords to avoid appearing in irrelevant searches and driving wasteful click-throughs. We keep this list under constant review.
- ✂ We prepared multiple ad copies in each ad group designed to satisfy responsive search ads as well as expanded search ads.

The result

Since the new Blue Tortoise website was launched along with the new focus on SEO and PPC, we have seen excellent results.

- ✕ Traffic to the site has increased by over 500 per cent.
- ✕ 18 keywords currently rank on the first page of Google Search results
- ✕ Conversions have been increasing and in April 2022, we delivered 29 conversions in a month
- ✕ The visibility of advertisements and the duration of customer enquiry calls have both grown considerably. These are direct paths to enhanced customer acquisition.



Conclusion

Every Blue Flamingo project is an opportunity to learn and our experience in helping to turn around the fortunes of Blue Tortoise demonstrated and confirmed that a successful digital campaign consists of several distinct but complementary practices.

- ✕ First and foremost, a website must provide an exceptional user experience and interface which will streamline navigation and encourage conversions.
- ✕ Digital marketing plans must address both short-term and long-term goals.
- ✕ Strategies must be implemented proactively to wrest the initiative from the competition.



“Great experience working with Blue Flamingo Very professional and great quality work. I would recommend them to anyone”

Sophie Fortier, Owner