



## Customer Story

# Sports Chiropractor of Utah



*Dr. Jordan Mousley developed Sports Chiropractic of Utah to specialize in chiropractic medicine after he received chiropractic care for his severe ankle injury while in college. The care he received is the inspiration he used to start his company, and his goal is to provide outstanding and professional attention for his clients. Sports Chiropractor of Utah specializes in chiropractic adjustment, soft tissue therapy, and rehabilitation. The clinic prides itself on restoring normal function to all the joints of your body plus using expert adjustment to calm the nerves and decrease pain. A chiropractic adjustment to soft tissue therapy is an integral part of keeping clients performing at their best. Rehabilitation is the goal of the company's success. Sports Chiropractor of Utah strives to keep clients free from pain and functioning at their top ability.*

### Challenge

Sports Chiropractor of Utah has always been at the top of its game regarding chiropractic, soft tissue and rehabilitation care. Now, they need a strategic web presence to reflect proven results from marketing to gaining and retaining paid clients. They needed to “reboot” their clients, convert traffic to an online presence, and have prospective clients ultimately book an appointment with the company.

### Solution

Growth99 created a strategic web strategy to enable potential clients to locate the website <https://sportschiroutah.com> through paid advertising and SEO. Once on the site, potential clients were encouraged to read through the services and book an appointment online. After an appointment was scheduled, the appointment was integrated into the client's appointment management software on their mobile and computer calendars. Growth99 created a system where the client would receive automated review requests through an email, SMS or text message. Clients could see their appointments plus send in reviews to convert future clients with credibility.

## AT A GLANCE

**Company :** Sports Chiropractor Utah

**Business :** Chiropractic

**Location :** Cottonwood Heights, Utah

**Customer Since :** 2016

**Website :**

**Use Case :** Develop a robust web presence strategy to engage new clients, book them online, convert, gain credibility, leverage clients for referrals, and repeat the process.

### Dr. Mousley says,

*“Growth99's team is at the top of its class when it comes to support, technology, and industry expertise from web development to SEO and paid advertisement.”*