

Case Study



Pediatric Rehabilitation Therapy Nursing Clinic in 5 Texas cities

Description:

A pediatric rehabilitation clinic that specializes in physical, occupational, speech and other therapy for children contacted us to help them with their visibility. They were performing poorly in their 5 major locations. We were asked to use our B.O.S.S. (Brand, Optimization, Strategy, & Scale) system to help them higher in the search engines, give them greater social media presence, improve their branding and reputation, and increase their business volume.

Process:

Our Local B.O.S.S. system is designed to do the following

- **Reputation Marketing** (improve and boost your brand)
- **Rank in Maps (3-Pack) Marketing** (previously the 7-pack)
- **Internet Marketing** (SEO for organic search)
- **Social Marketing** (increase your social visibility)
- **Video Marketing** (visibility on YouTube and other video channels)
- **Retargeting** (bring back lost visitors to your website)

We used a variety of processes to perform local marketing based on our B.O.S.S. system and kept to a strict schedule of getting these processes completed in a timely manner. Although we did experience some issues with multiple Facebook and Google My Business accounts at the different locations, we were able to straighten this out and remove the confusion that caused for rankings.

Results:

We were able to achieve incredible results for this client. They went from being nearly invisible and obscure on the Internet to absolutely dominating the search engines. Their call volumes, and business has grown significantly due to this exposure. Their brand is highly visible and they participate with retargeting potential clients that visit their website using retargeting to help parents make the decision to contact them about their services.

Proof:

See the results below for yourself. The numbers don't lie! You can see for several of their keywords, they have #1,2,3,4,5,6,8 & 10 positions as well as a featured profile on the entire right side of the page.



Pediatric Physical Therapy Stafford TX



All Maps Shopping News Images More Settings Tools

About 88 results (2.80 seconds)

Total Domination!

Pediatric Physical Therapy in Houston, Pasadena, Katy, and Other Areas

www.medicarepediatric.com/en/

Reliable Outpatient and In-Home Services. For over two decades, MedCare Pediatric Group, LP has been at the forefront of pediatric physical therapy, occupational and speech therapy and nursing care for patients in Greater Houston Texas, particularly the areas of Houston, Stafford, Pasadena, Spring, and Katy.

Career Opportunities at ... [Contacts](#) · [Katy](#) · [Pasadena](#)

Pediatric Physical Therapy Services, Home and Outpatient - MedCare

www.medicarepediatric.com/en/pediatric-physical-therapy/

MedCare Pediatric Group, LP provides pediatric occupational therapy, speech therapy, nursing, and pediatric physical therapy services to patients in the greater Houston, Texas area, and at our clinics located in Stafford, Pasadena, Spring, Northshore and Katy. If you feel that your child could benefit from our therapy or ...

Stafford Pediatric Physical Therapy for Kids with Physical Issues

www.medicarepediatric.com/en/stafford-contact/

Contact Us. MedCare Pediatric Group, LP provides pediatric occupational therapy, speech therapy, nursing, and pediatric physical therapy services to patients in the greater Houston, Texas area or in one of our outpatient clinics location in Stafford, Pasadena, Spring, Katy, and Northshore.

Pediatric Occupational, Physical, and Speech Therapy Services in Katy

www.medicarepediatric.com/en/katy/

Known for our Home Health and Outpatient services in the Greater Houston area, Medcare also offers pediatric occupational therapy, speech therapy, and pediatric physical therapy in Katy, TX. Our range of services is focused on the well-being and quality of life for those aged from newborn to 21 years of age. Call us today ...

MedCare Pediatric Group, LP - Pediatric Physical Therapy - Stafford ...

<https://cpfamilynetwork.org/.../medcare-pediatric-group-lp-pediatric-physical-therapy-staffo...>

MedCare Pediatric Group, LP provides pediatric occupational therapy, speech therapy, nursing, and pediatric physical therapy services to patients in the greater Houston Northshore, Texas area, and at our clinics located in Stafford, Pasadena, Spring, Northshore and Katy. If you feel that your child could benefit from our ...

MedCare Pediatric Group, LP - Physical Therapy - 12371 S Kirkwood ...

[https://www.yelp.com/Health & Medical/Physical Therapy](https://www.yelp.com/Health%20Medical/Physical%20Therapy)

★ ★ ★ ★ ★ Rating: 1 - 1 review

1 review of MedCare Pediatric Group, LP "This has got to be the most unprofessional company I have ever dealt with in my life. The nurses don't care about inconveniencing the patients and their parents. The nursing schedulers don't care about..."

Open Door Pediatric Therapy: Houston, TX

www.opendoorpt.com/

Open Door Pediatric Therapy is Houston's premier clinic providing pediatric speech, occupational, & physical therapy. Book a free tour & consultation today.

Pediatric Occupational Therapy Stafford TX - YouTube

https://www.youtube.com/watch?v=0IQ_cTCluA

Apr 27, 2016 - Uploaded by Medcare Pediatric Group

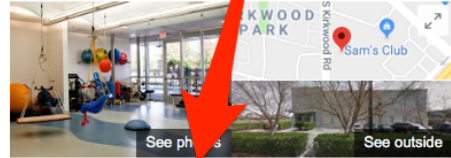
MedCare Pediatric Group offers pediatric occupational therapy, speech therapy, physical therapy, and ...

pediatric physical therapy schools Jobs in Houston, TX - Houston ...

<https://www.monster.com/.../q-pediatric-physical-therapy-schools-jobs-l-houston,-tx.a...>

Find Houston, Texas pediatric physical therapy schools jobs and career resources on Monster. Find all the information you need to land a pediatric physical therapy schools job in Houston, Texas and build a career.

Featured Profile



Medcare Pediatric Group

4.8 ★ ★ ★ ★ ★ 24 Google reviews
Occupational therapist in Stafford, Texas

[Website](#)

[Directions](#)

Address: 12371 S Kirkwood Rd, Stafford, TX 77477

Hours: Open today · 8AM-6:30PM

Phone: (713) 773-5100

[Suggest an edit](#)

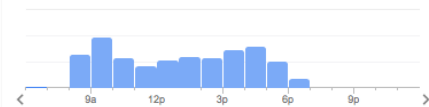
Questions & answers

Be the first to ask a question

[Ask a question](#)

Popular times

[Mondays](#)



Plan your visit

People typically spend 15 min to 1.5 hr here

Reviews

[Write a review](#)

[Add a photo](#)

"The management is very welcoming and supportive of staff."

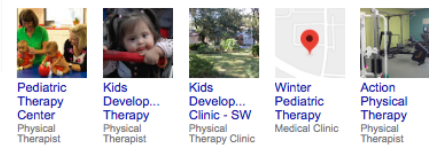
"It's a fun atmosphere with friendly coworkers and supportive managers."

"A GREAT place to work."

[View all Google reviews](#)

People also search for

[View 15+ more](#)



[Feedback](#)

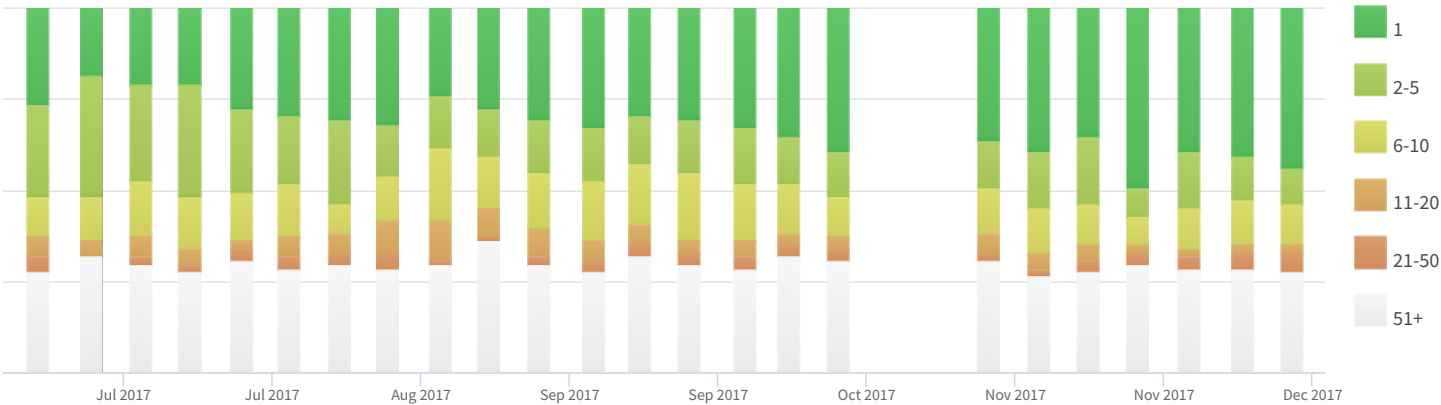
EZZEY

Pediatric Rehabilitation Nursing Clinic

Rankings

Summary Chart

for:  Google  Mobile  Maps  Yahoo!  Local  Bing  Local






























































Summary Table

comparing Dec 17th, 2017 with -

 Google  Mobile  Maps  Yahoo!  Local  Bing  Local

Keyword	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change
pediatric skilled nursing stafford	1	- Org	5	- Org	-	-	2	- Org	-	-	1	- Org
Pediatric Physical Therapy Stafford TX	1	- Org	1 A	- Loc	1	-	6	- Org	9	-	6	- Org
	2	- Org	2 B	- Loc	2	-	7	- Org			8	- Org
	3	- Org	3 C	- Loc	3	-	10	- 3rd			10	- 3rd
	4	- 3rd	4	- Org	6	-	12	- 3rd			12	- 3rd
	5 A	- Loc	5	- Org	10	-	13	- 3rd			13	- 3rd
	6 B	- Loc	6	- Org			14	- 3rd			15	- 3rd
	7 C	- Loc	7	- Org			16	- 3rd			16	- 3rd
	10	- 3rd	8	- 3rd			21	- 3rd			18	- 3rd
	11	- 3rd	9	- 3rd			23	- 3rd			21	- 3rd
	15	- 3rd	14	- 3rd			27	- 3rd			26	- 3rd
	22	- 3rd	21	- 3rd			30	- 3rd			32	- 3rd
	24	- 3rd	22	- 3rd			32	- 3rd			33	- 3rd
	29	- 3rd	29	- 3rd			41	- 3rd			34	- 3rd
	31	- 3rd	32	- 3rd			42	- 3rd			36	- 3rd

	 Google		 Mobile		 Maps		 Yahoo!		 Local		 Bing		 Local	
Keyword	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change
	33	– 3rd					48	– 3rd			44	– 3rd		
	39	– 3rd									47	– 3rd		
	49	– 3rd												
Pediatric Occupational Therapy Stafford TX 	1 	– Loc	1 	– Loc	1	–	8	– Org	7	–	2 	– Loc	–	–
	2	– Org	3	– Org	2	–	9	– Org	11	–	3	– Org		
	3	– Org	4	– Org	3	–	11	– 3rd			11	– 3rd		
	8 	– 3rd	16	– 3rd			14	– 3rd			12	– 3rd		
	15	– 3rd	21	– 3rd			16	– 3rd			13	– 3rd		
	17	– 3rd	32	– 3rd			20	– 3rd			36	– 3rd		
	18 	– 3rd					30	– 3rd			47	– 3rd		
	19	– 3rd					33	– 3rd			49	– 3rd		
	21	– 3rd					42	– 3rd						
	28	– 3rd					44	– 3rd						
	30	– 3rd					47	– 3rd						
	32	– 3rd												
	35	– 3rd												
	43	– 3rd												
Pediatric Rehab Stafford  	1 	– Loc	1 	– Loc	1	–	1	– Org	–	–	1 	– Loc	–	–
	2 	– Loc	3 	– Loc	3	–	17	– 3rd			7	– Org		
	4	– Org	4	– Org	4	–	18	– Org			11	– 3rd		
	5 	– 3rd	5	– Org	5	–	25	– 3rd			12	– 3rd		
	23 	– 3rd	27 	– 3rd			28	– 3rd			20	– 3rd		
	28 	– 3rd	30 	– 3rd			47	– 3rd			24	– 3rd		
	41	– 3rd									27	– 3rd		
											34	– 3rd		
											38	– 3rd		
											39	– 3rd		
Pediatric Occupational Therapy Stafford 	1 	– Loc	1 	– Loc	1	–	1	– Org	–	–	1	– Org	–	–
	2	– Org	2	– Org	2	–	3	– Org			2	– Org		
	10 	– 3rd	28	– 3rd	3	–	18	– 3rd			16	– 3rd		
	11 	– 3rd	38	– 3rd			22	– 3rd			17	– 3rd		
	12	– 3rd	43	– 3rd							27	– 3rd		
	32	– 3rd												

	 Google		 Mobile		 Maps		 Yahoo!		 Local		 Bing		 Local	
Keyword	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change
	33	– 3rd												
	37	– 3rd												
	40	– 3rd												
	43	– 3rd												
	45	– 3rd												
	49	– 3rd												
Pediatric Physical Therapist Stafford  	1 	– Loc	1 	– Loc	1	–	1	– Org	–	–	1	– Org	–	–
	3	– Org	2	– Org	2	–					5	– Org		
	4	– Org	3	– Org	3	–					9	– 3rd		
	5	– Org	4	– Org							26	– 3rd		
	15 	– 3rd	14	– 3rd										
	16	– 3rd	19 	– 3rd										
	21 	– 3rd	25	– 3rd										
	30	– 3rd	30	– 3rd										
	33	– 3rd	31	– 3rd										
	35	– 3rd												
	47	– 3rd												
Pediatric Physical Therapy Stafford 	1 	– Loc	1 	– Loc	1	–	6	– Org	–	–	4	– Org	–	–
	3	– Org	3	– Org	2	–	8	– Org			5	– Org		
	4	– Org	4	– Org	3	–	12	– 3rd			16	– 3rd		
	14 	– 3rd	14	– 3rd	4	–	17	– 3rd			21	– 3rd		
	15 	– 3rd	22 	– 3rd	5	–	19	– 3rd			40	– 3rd		
	18	– 3rd	45	– 3rd			32	– 3rd			42	– 3rd		
	27 	– 3rd					43	– 3rd						
	50	– 3rd					46	– 3rd						
Speech Therapy Stafford TX  	1 	– Loc	1 	– Loc	1	–	6	– Org	–	–	6	– Org	–	–
	4	– Org	4	– Org	7	–	9	– 3rd			9	– 3rd		
	5	– Org	5	– Org	36	–	15	– Org			15	– Org		
	6	– Org	6	– Org										
	9 	– 3rd	9 	– 3rd										
	11 	– 3rd	19	– 3rd										
	22	– 3rd	21	– 3rd										
	23	– 3rd	32	– 3rd										
	28 	– 3rd												
	29	– 3rd												

	 Google		 Mobile		 Maps		 Yahoo!		 Local		 Bing		 Local	
Keyword	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change
	36	– 3rd												
Child Physical Therapy Stafford 	1 	– Loc	1 	– Loc	1	–	6	– Org	–	–	4	– Org	–	–
	4	– Org	4	– Org	2	–	15	– Org			6	– Org		
	5	– Org	5	– Org			20	– 3rd			14	– 3rd		
	10 	– 3rd	12	– 3rd			21	– 3rd			16	– 3rd		
	14	– 3rd	15 	– 3rd			24	– 3rd			23	– 3rd		
	17 	– 3rd	21 	– 3rd			29	– 3rd						
	24 	– 3rd	28	– 3rd			30	– 3rd						
	26	– 3rd												
	34	– 3rd												
	40	– 3rd												
	41	– 3rd												
	42	– 3rd												
	49	– 3rd												
Pediatric Speech Therapy Stafford 	1 	– Loc	1 	– Loc	1	–	2	– Org	–	–	7	– Org	26	–
	6	– Org	6	– Org			8	– Org			8	– Org	34	–
	7	– Org	7	– Org			22	– 3rd			20	– 3rd		
	8	– Org	8	– Org			41	– 3rd			31	– 3rd		
	14 	– 3rd	28	– 3rd							40	– 3rd		
	42	– 3rd									43	– 3rd		
	43	– 3rd												
Speech Therapy Stafford  	1 	– Loc	1 	– Loc	1	–	12	– Org	–	–	11	– Org	–	–
	14	– Org	13	– Org	7	–	15	– Org			16	– Org		
	15	– Org	15	– Org	16	–	28	– 3rd						
	16	– Org	16	– Org	23	–	37	– 3rd						
	21 	– 3rd												
Pediatric Home Care Stafford  	3 	– Loc	3 	– Loc	3	–	1	– Org	–	–	1	– Org	–	–
	4 	– 3rd	4	– Org			3	– 3rd			10	– 3rd		
	5	– Org	5	– Org			9	– Org			11	– 3rd		
	6	– Org					13	– Org			12	– Org		
							18	– 3rd			22	– 3rd		
											28	– 3rd		
Child Home Care Stafford 	8 	– 3rd	41	– Org	–	–	31	– Org	–	–	–	–	–	–
	44	– Org												