

CHELSEA STREET WELLNESS



Creating a new visual identity, website, and copy to place Chelsea Street Wellness at the heart of Calgary.

SUMMARY

Company: Chelsea Street Wellness

Industry: Healthcare

Region: Calgary, Canada

Website:
www.chelseastreetwellness.com

ABOUT

Anna Brassard is a Registered Massage Therapist in Calgary who is also a RAPID NeuroFascial Reset Specialist Trainer. As a solo therapist with other business interests, Anna did not have the time to create a new website that accurately reflected her business in a way that would convert clients and cement her place in the heart of the Calgary wellness community.

CHALLENGES

The existing website was unsuitable in many areas, including:

- 1 **Outdated design** that used stock photos and copy, affecting trust.
- 2 **Unappealing, non-converting copy** that didn't appeal to clients or highlight Anna's skills and abilities.
- 3 **Poor Search Engine Optimisation** due to ineffective copy that did not meet the Google E-E-A-T guidelines.



Like many solo therapists and small business owners, Anna has been far too busy working to manage her online presence. Hiring an expert, like Clever Therapy Sites, can relieve your workload but also boost your visibility.

Vic Paterson
Clever Therapy Sites

SOLUTION

In an area saturated with bodyworkers and therapists using tired templates and boring stock images, Anna's site needed to be bold and different. Clever Therapy Sites made the following changes:

Modern, colourful branding and images

Bright illustrations makes Anna's site stand out and increases visual appeal. A new logo was created which carried on the heritage of Anna's original logo in a fresh design.

Improved copywriting

The site was re-written with conversion focused copy to help turn visitors into clients.

Improved Search Engine Optimisation

SEO was improved (both meta and on page), and over fifty new pages created in order to boost Anna's Google presence.



RESULTS

Since using our product, service, or solution, the company name has seen:

2

page one Google search results, despite almost no sites linking to CSW.

51

new website pages highlighting conditions treated and success stories

LOTS

and lots of clients telling Anna how much they love her new site

WHAT'S NEXT?

Clever Therapy Sites will continue to support Anna as she takes control of her site, so that she can update and manage the site herself, on her own schedule, without needing to pay anyone else.

“

It's so great, Vic! I sent out an email to my database announcing the launch of the new site and have so many respond back as to how awesome it looks.”

Anna Brassard, RMT
Chelsea Street Wellness