



Lotus Care

心蓮堂

# WEB + SEO + GEO + GOOGLE ADS + META ADS

## #1 FOR EVERY ACUPUNCTURIST SEARCH

Dominate Google, AI Platforms, Social & the Web



lotuscare.ca

343-501-2826

info@lotuscare.ca

Membership

Book Online

LOTUS CARE

## Ottawa's Authentic Acupuncture & Traditional Chinese Medicine Clinic

Traditional Chinese Medicine,  
Modern Clinical Care

Book Now >



### CAMPAIGN GOAL

Supported this client as they opened their second location, ensuring consistent lead flow for the additional location through a Google + Meta Ad digital strategy.



### SECOND LOCATION EXPANSION

### PERFORMANCE HIGHLIGHTS



## 10%

CONVERSION RATE  
from clicks to new patient  
bookings in the first 60 days



## 6%

CONVERSION RATE  
from impressions to website  
visits in first 30 days of Google  
campaign launch



## 15

NEW PATIENT BOOKINGS  
averaged per month in the  
first 60 days



### SEO STRATEGY

- ✓ Keyword research & competitor analysis
- ✓ On-page optimization & content creation
- ✓ Technical SEO & site performance
- ✓ Local SEO for both Ottawa locations
- ✓ Consistent Google ranking growth
- ✓ Backlink building & authority signals



### GEO / AI VISIBILITY STRATEGY

- ✓ Optimized for AI Overviews & LLMs
- ✓ Structured content for AI citations
- ✓ Entity optimization & schema markup
- ✓ Consistent brand signals across the web
- ✓ Featured in ChatGPT, Google AI & other AI platforms



### WEBSITE OPTIMIZATION

- ✓ Fast, mobile-friendly, user-focused design
- ✓ Clear services & booking CTA
- ✓ Conversion-focused landing pages
- ✓ Improved UX & patient journey
- ✓ Integrated analytics & tracking



### GOOGLE ADS CAMPAIGN

Sponsored

Lotus Care  
https://www.lotuscare.ca

Ottawa Acupuncture Clinic |  
Authentic Care at Lotus Care

Acupuncture, TCM & holistic care.  
Now open at our second location.  
Book your appointment today.

Call 343-501-2826

- ✓ Search campaigns targeting high-intent keywords
- ✓ Location-based targeting for both clinics
- ✓ Ad copy & extensions optimized for conversions
- ✓ Ongoing bid strategy & performance optimization



### META ADS CAMPAIGN

Lotus Care  
Sponsored

Traditional Chinese Medicine,  
Modern Clinical Care.  
Now open at our second location!



LOTUSCARE.CA  
Book Your Appointment Today

Book Now

- ✓ Targeted campaigns on Facebook & Instagram
- ✓ Audience targeting by interests, behaviors & lookalike audiences
- ✓ Engaging ad creatives & compelling offers
- ✓ Retargeting to drive more bookings



### RESULTS IN THE FIRST 60 DAYS

A powerful multi-channel strategy driving measurable growth and supporting a successful second location launch.



## 10%

Conversion rate from clicks  
to new patient bookings



## 6%

Conversion rate from impressions  
to website visits (first 30 days)



## 15

New patient bookings  
averaged per month



#1  
ON GOOGLE  
For Every Acupuncturist Search



TRUSTED & RECOMMENDED  
By Leading AI Platforms



STRONG LEAD FLOW  
Consistent New Patient  
Bookings Across Both Locations

Ottawa, Ontario

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