

Multi-Therapist Health & Wellness Practice

WSI Biggs Digital repositioned a multi-therapist practice around condition-specific care, creating a new top-selling offer and supporting a 16% price increase.

BACKGROUND

A multi-therapist medical and sports massage practice in a major US metro. The practice offers clinical and recovery-focused care across multiple modalities, including lymphatic drainage, deep tissue, sports recovery, reflexology, and condition-specific treatment for fibromyalgia and related conditions.

Its reputation is built on individual therapist skill and patient outcomes. The practice operates with multiple therapists, each developing long-term patient relationships built on clinical trust.

WSI Biggs Digital has served as Fractional CMO since 2021, with strategy set and measured directly against revenue and patient retention.

Check out: [\[client website URL\]](#)

CHALLENGES

When the practice engaged WSI Biggs Digital, three problems were limiting revenue growth.

- General Traffic, Not Condition-Specific Demand**
The practice ranked for broad massage terms and drew general searchers. High-intent patients seeking care for fibromyalgia, lymphatic conditions, or sports recovery were not finding the practice consistently.
- No Structured Offer to Convert First Visits**
Without a pre-commitment mechanism at booking, the majority of first-time patients did not return. The single-session model limited both revenue per patient and long-term outcomes.
- Pricing Constrained by Commodity Positioning**
The practice competed in a market where massage is treated as a commodity service. Without clear clinical positioning, rate increases were difficult to support in the market.

Solution

As Fractional CMO, WSI Biggs Digital shifted the practice from general massage marketing toward condition-specific positioning. The work was structured around three moves:

1. Condition-Led SEO Positioning.

Website content and messaging were aligned around specific patient conditions and outcomes — fibromyalgia relief, lymphatic drainage, sports recovery — so the practice attracted patients searching for help with a defined problem rather than a general service.

2. A Two-Pack Series Offer.

A two-session package was built to convert a first-time patient into a committed second visit at the point of booking. It became the top-selling offer in the practice.

3. Supporting Campaigns.

Paid and content campaigns reinforced the same condition-led positioning, so every channel pointed at higher-intent patients rather than general searchers.

RESULTS

The repositioning changed the economics of the practice across visibility, revenue mix, and pricing power.

PRICE INCREASE



Across-the-board rate increase taken in April 2025, supported by the stronger clinical positioning with no client resistance.

REVENUE SHARE



Two-pack series share of total revenue over an 18-month period, making it the practice's top-selling offer.

PAGE 1



Keywords ranking on page 1 of Google in organic search, spanning condition-specific and service queries.

RANKINGS



Positions held on high-volume lymphatic drainage and fibromyalgia queries, including top positions on key informational searches.