



Gilkey Chiropractic Case Study

Website, SEO & Listings Campaign

At a glance

Gilkey Chiropractic wanted to expand their online reach, manage leads more effectively, drive higher website traffic through SEO, and ensure visibility across all search engines and platforms. VIV provided a comprehensive solution that included listings management software, website design, and ongoing SEO and advertising support to help them achieve their goals.

Key metrics

Gilkey Chiropractic was able to achieve the following within three months of being with VIV.



200+

New Keyword Rankings



20K

In New Monthly Volume



53%+

Increase In Sales



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

CHALLENGES



- Revamp an older website that was not driving very much traffic.
- Simplify operations by integrating a seamless payment processing solution.
- Ensure that their marketing efforts could be tracked and optimized through built-in tools on the site.
- Allow for easier patient booking tools to bring in customers.

SOLUTIONS



- **Custom Website:** VIV built a custom website for Gilkey Chiropractic with a focus on user experience, high-performance capabilities, and ease of navigation.
- **Evolv Payment Integration:** To streamline payment processing, VIV integrated Evolv, allowing Gilkey Chiropractic to efficiently manage transactions and provide a smooth checkout experience for customers.
- **Marketing Tools:** VIV implemented comprehensive marketing tools within the website, enabling Gilkey Chiropractic to drive sales through data-driven insights and targeted campaigns.

BENEFITS



1

Increased Traffic & Revenue

The new website launch and optimized listings led to an increase in organic traffic which improved search engine rankings for Gilkey Chiropractic.

2

Improved Checkout & Payment Flow

The integration of Evolv Payments simplified the purchasing process, providing a seamless and secure way for customers to pay outstanding bills.

3

Advanced SEO Tactics

With our advanced SEO strategy, Gilkey Chiropractic was able to 5x the amount of organic keywords they ranked for. Gilkey Chiropractic is also using our targeted SEO articles to help answer questions from their patients.