

FRICITIONLESS CONVERSIONS

REGULATED REACH HEALTH MARKETING · OAKVILLE, ON

| The Challenge

An established massage therapy and physiotherapy clinic in Oakville faced a frustrating paradox. The owner was stressed: Google Analytics showed consistent website traffic, but it wasn't translating to the bottom line. Patients were browsing, but failing to navigate to the clinic's JaneApp booking portal. Revenue was slipping through the cracks of poor UX.

| The Regulated Reach Solution

Traffic is meaningless without action. Regulated Reach conducted a deep-dive conversion rate optimization (CRO) audit. We re-engineered the user journey, stripping away digital friction and creating an aggressive, intuitive pipeline directly from organic landing pages to the JaneApp booking system.

1.3k

Active Users Retained

JaneApp

Bookings Surged

Seamless

User Journey Achieved

| The Grand Result

The analytics narrative entirely flipped. It was no longer just about homepage visits; the **JaneApp booking page became the highest-trafficked destination**. By connecting intent to action, we stabilized the owner's revenue streams, turning passive digital window-shoppers into high-value, recurring physical appointments.