



Cruz Family Chiropractic

CLIENT CASE STUDY

Website Redesign

OBJECTIVES

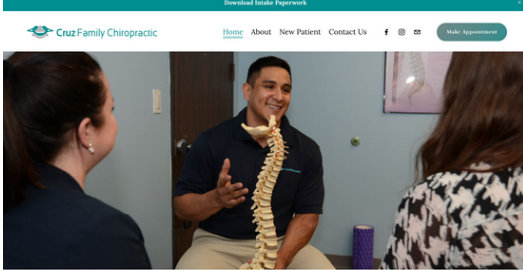
- Create an updated, clean, modern, and professional site for their chiropractic office.
- Showcase all chiropractic services and incorporate booking information for their massage and acupuncture teams
- Improve conversions of prospects to new patient appointments but offering booking and downloadable paperwork.

SOLUTION

- We moved their site and hosting to Squarespace, allowing them the features and platform admin ease they were looking for.
- Redesigned the existing layout and content to reflect the growth of the brand.
- Incorporated more testimonials and service information that their potential patients would actually find valuable.
- Helped client improve their Google My Business which helped increase site visibility.

CHALLENGES

- Their last site was built in the early 2000s and they wanted to keep some of the existing content so we had hurdles to work around with the old copy and platforms.
- The client wasn't sure what they wanted the site to look like or how they wanted it structured so we needed to research and provide full design direction.



A Family-Centered Houston Chiropractor

Our mission is to teach the public how to live a healthier and happier lifestyle through natural, non-invasive chiropractic methods that help the spine to re-align and serve each patient to their individual needs.

"Fantastic chiropractor and chiropractic care- and for the whole family. I've taken my parents here, my 6-year old, my cousin, my husband, and I've been coming here for my chiropractic needs through my whole pregnancy."
--Therese T.
Google Reviews



A Message from Dr. Cruz

"Cruz Family Chiropractic serves Houston and the surrounding communities with chiropractic care and educates the public on achieving and maintaining an optimum state of health and well-being. We are committed to doing so with an ongoing spirit of service, dedication, and integrity, holding myself to the highest ethical standards.

Chiropractic is an affordable health care alternative that focuses on the proper positioning and adjusting of the spine that facilitates the nervous system to maintain perfection. The chiropractic adjustment does this by removing detrimental, life stragglng nerve interference from the spinal column with the use of the hands.

When interference/subluxations are removed, the body is capable of recovering from all pain, sickness, and disease.

Chiropractic is more than just back pain. We can educate you on how to turn your life around by reconnecting with your greatest healing potential. The brain controls all functions of the human body and communicates with it through the spinal cord and its nerves. When the spinal cord is free from interference the body works at 100% function and can heal from disease and injury without ever needing any outside unnecessary medications.

Interference can be caused when the spine is out of alignment and places detrimental pressure on the spinal cord effectively interfering with the brain's signal. Over time the out-of-place spine can lead to pain, sickness, and disease. No matter what you are facing, we look forward to the opportunity to serve you."

Meet Dr. Cruz

We take great care in giving you prompt attention, proper relief to your condition, and accurate treatment.

Conditions

Listed are just a few of the conditions that we can help with. If it has any type of connection with the brain and nervous system, chiropractic may influence it. We are convinced that after one visit you will understand why chiropractic is a safe and affordable health care alternative.

- Stress
- Headaches & Migraines
- Ear Infections
- Sciatica
- Spinal Degeneration Prevention
- Chronic Neck and Back Pain
- Postural Imbalance
- Pregnancy Pain
- Numbness & Tingling
- Improved Circulation
- Hip & Knee Pain
- Rheumatoid Arthritis
- Misalignments due to Trauma
- Inflammation
- Herniation & Disk Issues
- Infantile Colic

"Great experience with Dr. Cruz! As an athlete you can tell he understands how to get the body in tune. Also, if you need a massage ask for Afton and you will not be disappointed."
--Drew W.
Facebook Reviews



What to Expect

On Your First Visit to Our Houston Chiropractic Office

Learn more

Massage Services

Deep Tissue Massage and Glass Fire Cupping With Afton

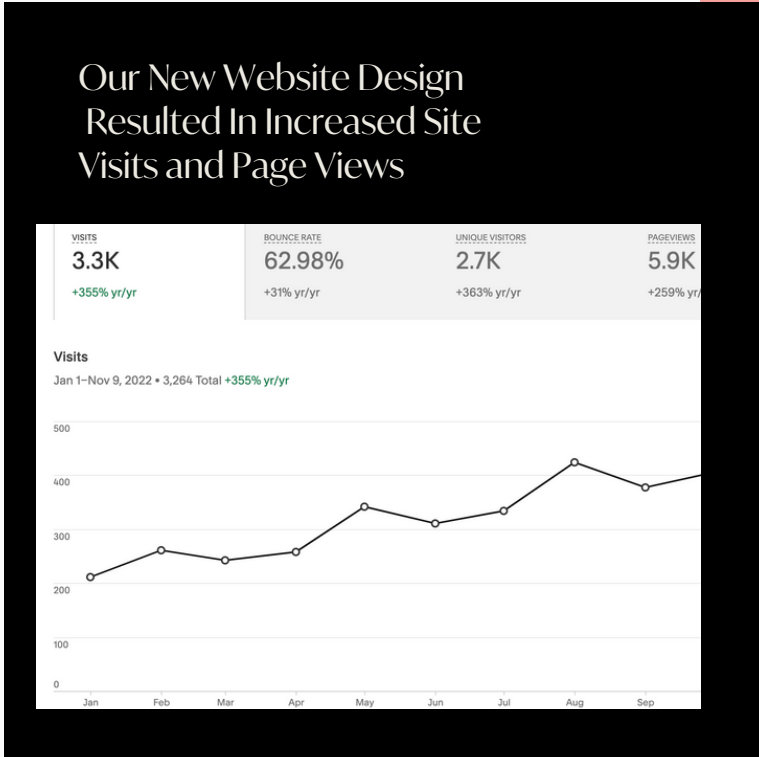
Learn More



"Dr. Cruz is simply the best!! He is so personable and addresses each issue/adjustment differently because it's not one size fits all. He takes time to not only adjust you but listen to any issues and work on muscle tightness if needed."
--Alison B.
Yelp Reviews

BENEFITS

- Budget Friendly: We were able to work within the client's budget and help them get a modern website that fit their marketing budget.
- Organically Grew Visibility: We were able to improve their visibility with SEO through content optimization and strategic keyword targeting.
- Improved Site Analytics: The new design and layout resulted in better user engagement and improved conversions.
- We used a mobile-first design approach to ensure that the website was accessible and user-friendly across all devices.



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