

CASE STUDY:

How a New Practice Blew Away Their Competition

PerfectPatients
New Patient Website Service

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Based in Asheville, NC, One Love Chiropractic promotes the “big picture” of how natural health and well-being helps patients reach their full potential. Dr. Derek Kasten and his team serve patients of all ages with chiropractic services, but they specialize in childhood neurodevelopmental disorders. One Love Chiropractic is passionate about helping children and families find hope and natural healing through comprehensive chiropractic care.

Overcoming a Competitive Local Market

As a brand new practice in a competitive jurisdiction, Dr. Kasten needed a powerful new channel to supplement his initial marketing efforts. With the growing importance of the Internet, he understood the significance of having an online presence to reach new patients and supplement practice growth. As a result, Dr. Kasten partnered with Perfect Patients to help establish his online presence.



Developing a Patient-Generating Website

The development process kicked off with a [content interview](#). This included learning about the philosophies that drive the One Love Chiropractic team, in addition to what chiropractic services they offer patients. Our goal was to learn about Dr. Kasten's practice and personality, as well as understand the needs of his target audience.

We then performed research on the competitive landscape. Through this research, our SEO team was able to determine how to best position One Love Chiropractic given the substantial local online competition. Following the research phase, our content and design teams went into development, building a practice website that was strategically designed to attract and convert new patients online:



Where Healing Happens for the Whole Family

959 Merrimon Ave, Ste 201, Asheville, NC 28804



Meet Dr. Derek Kasten

Learn More



For All Ages

Learn More



Pediatric & Prenatal

Learn More



Sports Injuries & Athletes

Learn More

Care for all Ages at One Love Chiropractic

Asheville's Certified Pediatric and Prenatal Chiropractor

Asheville chiropractor, **Dr. Derek Kasten** began his chiropractic career by caring for hard working adults and athletes from Purdue University. He was also the team chiropractor for a professional woman's and men's soccer club (which he also played for) named **FC Indiana**. Starting off in practice his focus was on musculoskeletal conditions such as low back pain, sciatica, neck pain, headaches and migraines, as well as a myriad of **sports injuries**.



After Dr. Derek Kasten had his first child and saw the importance of chiropractic care in helping children grow and develop, he decided to expand his approach by seeking a certification from the International Chiropractic Pediatrics Association. He is now Asheville's certified ICPA specialist in **pediatric and prenatal chiropractic care**.

He's passionate about family wellness and he's serious about educating parents who know there's something better than the mainstream healthcare model – and are seeking it.

Dr. Derek has written an eBook describing some of the issues parents face in today's American culture, and if you become a patient of his you'll quickly find that he's an advocate of lifelong learning. [Click here](#) to learn how you can read *Indifference: Why Our Children Are So Sick*.

Hope, Healing and A Future

At **One Love Chiropractic** our goal is to set every family on the path toward wellness. But we know that many families have challenging issues they need to tackle before they can address the bigger picture that keeps a family healthy for life.

We specialize in childhood **neurodevelopmental disorders**, and have years of experience helping children and families find hope and healing.

We encourage you to browse our website for more information about how we can help you and your family. Review some **testimonials** from parents who've had their lives changed for the better.

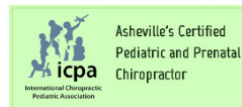
Don't wait. **Call** for an appointment today. (828) 505-1584

~ **Dr. Derek Kasten**

Serving Asheville, Weaverville, Black Mountain, Woodfin



[Click here](#) to receive a free copy of my e-book



| | Morning | Afternoon |
|----------|--------------|-------------|
| M | 9:00 - 12:00 | 2:00 - 6:00 |
| T | ----- | |
| W | 9:00 - 12:00 | 2:00 - 6:00 |
| T | 9:00 - 12:00 | 2:00 - 6:00 |
| F | 9:00 - 12:00 | ----- |

Visit www.onelovechiropractic.com

Measuring Results and Getting New Patients

In completing a recent SEO review of the One Love Chiropractic website, here were our findings:

- ♥ Nearly **300 website visits** within the past 30 days
- ♥ **74 new patients** added in the past 90 days
- ♥ **35 of these new patients (47%) converted from the website**
- ♥ **Page-one rankings** in organic search and Google Maps

In using Perfect Patients' [New Patient Tracker](#), Dr. Kasten was able to track online new patient growth so that he could validate his website's performance.

Dr. Kasten also followed our advice to further develop his online presence by cultivating a robust social media following. He gained **over 1,000 followers** on Facebook within only a year. He is now able to use his social media presence to improve patient retention and referrals. YouTube marketing and reputation management have further improved his ongoing marketing efforts.

Dr. Kasten's Thoughts



“ Perfect Patients is a website service that is on the pulse of the chiropractic profession. Perfect Patients is more than a website, it is the ‘backbone’ of my practice. From patient retention to providing congruent material to educate and engage the community, Perfect Patients is a one-stop shop for online success that translates into more patients getting the care that they need. ”