

Acuworx Acupuncture Climbs to Page One

How a focused, long-term SEO strategy turned organic search into one of Acuworx Acupuncture's top sources of new patients.

CLIENT	INDUSTRY	SERVICE	ENGAGEMENT
Acuworx Acupuncture	Health & Wellness	Search Engine Optimization	Ongoing Partnership

The Challenge

Acuworx Acupuncture had built a strong reputation and a loyal patient base the old-fashioned way — word of mouth. But when it came to being found online, they were nearly invisible. Their website wasn't showing up for the treatments and conditions they specialized in, competitors with weaker practices were outranking them, and most new-patient inquiries depended entirely on referrals rather than search. They needed a way to turn their expertise into visibility.

Our Approach

- **Technical SEO audit** — identified and resolved site speed, crawlability, and structural issues that were holding rankings back.
- **On-page optimization** — rebuilt page titles, headers, meta descriptions, and service page content around the terms real patients search for.
- **Local SEO** — optimized their Google Business Profile, cleaned up local citations, and strengthened their presence in map-pack results across their service area.
- **Content strategy** — developed ongoing content addressing common patient questions and conditions to build topical authority.
- **Link building** — earned relevant, quality backlinks to build domain authority over time.

The Results

Within the first year of the partnership, Acuworx moved from largely absent in search results to ranking on page one for their most valuable, patient-intent keywords — with organic search becoming a consistent, ongoing source of new patient inquiries.

+164%	12	+58%
ORGANIC TRAFFIC (YOY)	PAGE-ONE KEYWORD RANKINGS	NEW PATIENT INQUIRIES

"R40 Collective helped us understand that showing up online wasn't optional anymore. Their SEO work brought in patients who never would have found us otherwise — and they've been a true partner every step of the way."

Panos Ioannou — Acuworx Acupuncture

Want results like these? Let's talk.

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