

SEO Case Study: Logic Rehab

Client: Logic Rehab Occupational Therapists

Location: Vancouver, BC

Industry: Occupational Therapists

Goal: Rank high on Google.ca and Google Maps for keywords like “Occupational Therapist Vancouver”, “Vancouver Occupational Therapy”, “ICBC Occupational Therapy” and more.

Challenges

- Low visibility for competitive local keywords in Vancouver’s downtown core
- Weak Google Business Profile with minimal keyword targeting
- Sparse local citations and inconsistent NAP (Name, Address, Phone) listings
- Limited optimised service pages and lack of keyword-focused content and backlinks.

Strategy:

- Conducted a full SEO audit of the Logic Rehab website and analyzed top-performing competitors in Vancouver.
- Optimized Google Business Profile and local directories
- Enhanced website SEO settings, content with targeted keywords
- Built high-quality local backlinks

Results:

Logic Rehab saw a steady rise in both SERP and local search rankings within 3 months of implementation:

KEYWORDS (1 - 39 OUT OF 39)	VISIBILITY	CONTENT SCORE	Position on Google
> Occupational Therapist Vancouver Metro	100	86	2 📍 1
> occupational therapy for elderly at home	100	84	2 ♥ 1
> ICBC occupational therapist	100	74 ♥ 2	3 📍 2 ↗ 2
> occupational therapist burnaby	100	71 ♥ 1	3
> Occupational Therapist Maple Ridge	100	77 ♥ 1	3
> occupational therapy richmond	100	79	3 ↗ 2
> Occupational Therapist Langely	60	81	5 ↗ 1
> Occupational Therapist Squamish	60	72	5 📍 2
> PCA assessment	60	-	5
> Occupational Therapist Abbotsford	50	68 ♥ 4	7 ↗ 1

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