

CASE STUDY

Reversing a Local Search Decline for a Multi-Location Chiropractic Practice

How Nobos Digital rebuilt PrimeSpine's technical SEO foundation, local search presence, and content strategy across three Eastside Washington clinics.

58%

Growth in Total Ranking Keywords

247 → 391 keywords (Nov '25–Jun '26)

6% → 71%

Keywords Ranking in Google's Top 10

1 of 17 → 12 of 17 keywords — see p.2

CLIENT

PrimeSpine Chiropractic & Massage Therapy

Multi-Location Chiropractic & Massage Therapy — Factoria, Downtown Bellevue & Kirkland, WA

INDUSTRY

Chiropractic & Massage Therapy

SERVICES

SEO, Local SEO, Content, GBP,
Web Design, Backlinking

REPORTING PERIOD

Oct 2025 – June 2026

“Working with Nobos Digital has been a great experience. They were really helpful in modernizing our outdated website, improving our search rankings, and refreshing our online presence with a more modern look. Their attention to detail, organization, meeting deadlines, and having a clear plan helped keep everyone on track. They help you figure out your goals, build a clear roadmap of how to get there, and through consistency and organization, help lead you toward your goals. If you're looking for a full-service marketing partner, I'd highly recommend Nobos Digital.”

— Dr. Ben Baker, DC, Founder, PrimeSpine

ABOUT PRIMESPINE

PrimeSpine is a multi-location chiropractic and massage therapy practice serving the Eastside of Washington State, with clinics in Factoria, Downtown Bellevue, and Kirkland. Founded by Dr. Ben Baker, DC, CSCS, PrimeSpine offers chiropractic and massage therapy under one roof for patients recovering from auto accidents and work injuries, and for desk-bound professionals, athletes, and families across the Eastside.

AI SEARCH VISIBILITY (AEO)

Not Ranked → #2 of 5 on ChatGPT - “Best Bellevue Chiropractor”

PrimeSpine now ranks #2 among ChatGPT's top recommendations for "best Bellevue chiropractor" after previously having no AI search visibility for that query, as more people use AI search to find local businesses and services.

LOCAL KEYWORD RANKING IMPACT

Google Ranking Movement by Location & Service Line

These are the searches that drive new patient growth — the terms people use before they know PrimeSpine by name, like “chiropractor bellevue wa” or “massage therapist kirkland wa.” Every one of the 17 keywords tracked across Bellevue/Factoria and Kirkland improved in Google ranking, for both chiropractic and massage therapy.

BELLEVUE — CHIROPRACTIC

Baseline: Oct 2025 → Current: June 2026

KEYWORD	START	CURRENT
Bellevue Chiropractor Clinic	41	8
Bellevue Chiropractor Center	73	12
Chiropractor Bellevue	NR	15
Chiropractor Bellevue WA	NR	17

KIRKLAND — CHIROPRACTIC

Baseline: Oct–Dec 2025 → Current: June/July 2026

KEYWORD	START	CURRENT
Kirkland Chiropractor Clinic	14	7
Kirkland Chiropractors	44	12
Chiropractor Kirkland	38	16

BELLEVUE — MASSAGE

Baseline: Oct–Nov 2025 → Current: June/July 2026

KEYWORD	START	CURRENT
	30	
Bellevue Massage Therapy		4
Massage Therapist Bellevue WA	31	4
Massage Therapy Bellevue	NR	4
Therapeutic Massage Treatments Bellevue	36	8
Bellevue Therapeutic Massage	55	8

KIRKLAND — MASSAGE

Baseline: Feb 2026 → Current: June 2026

KEYWORD	START	CURRENT
Massage Therapist Kirkland WA	NR	1
Massage Therapy Kirkland	13	3
Kirkland Therapeutic Massage	7	6
Therapeutic Massage Kirkland	28	6
Kirkland Massage Center WA	19	10

"NR" = not ranking in Google organic search results. Brand-name searches (e.g., "PrimeSpine," "Prime Spine Chiropractic") aren't shown here — they already ranked #1 before this engagement, as expected, and aren't a meaningful measure of new patient growth.

DOMINATING KIRKLAND MESSAGE ON GOOGLE

From Unranked to Google's Top 10 Across Every Priority Kirkland Massage Keyword

All five Kirkland massage keywords moved from unranked to Google's Top 10 within months of launch—including the #1 ranking for "massage therapist kirkland wa."

THE CHALLENGE

The Situation Before Nobos Digital

PrimeSpine had operated for years without a dedicated digital marketing investment. A local competitor's aggressive push in marketing drove a 50% decline in new chiropractic patients for PrimeSpine, and the practice's single-domain website wasn't built to rank each location separately — leaving PrimeSpine visible only for branded searches while competitors captured the local chiropractic and massage therapy keywords driving new patients.

BUSINESS GOALS

- Reverse the decline in new chiropractic patient acquisition for Factoria while growing Kirkland
- Grow high-value auto accident and work injury patient segments
- Strengthen organic visibility and rankings for Factoria, Bellevue, and Kirkland alike

KEY CHALLENGES

- Organic Search Visibility Gap — ranking only for branded terms
- Site Architecture — under one domain, but the site wasn't built to rank each location independently
- Competitive Pressure — a local competitor investing heavily in marketing

WHY NOBOS DIGITAL

Ben (the founder) had previously been burned by an SEO consultant whose black hat tactics — unethical shortcuts to game Google's search system — got the site penalized and erased its rankings. In Nobos Digital, he found an approach that went beyond keywords: a persona-based strategy applied across all SEO work, aligning PrimeSpine's business goals and brand differentiators with its highest-value customer segments — ethically and accurately, to drive real sustainable growth.

THE STRATEGY & APPROACH

01

Customer-Centered Strategy

- Define & design high-value customer personas
- Understand customer search behavior & intent
- Prioritize revenue-driving opportunities
- Align every marketing decision with business goals

02

Comprehensive Digital Experience

- Persona-driven content development
- Website design & user experience
- Messaging & brand voice development
- Conversion-focused page experiences

03

Build a Strong Technical Foundation

- Site architecture & navigation
- Optimized URL structure & internal linking
- Enhanced crawlability & indexability
- Improved site speed & performance

04

Expand Visibility Everywhere People Search

- Stay ahead of evolving search behavior
- Answer real customer questions with strategic FAQs
- Implement structured data & schema markup
- Optimize content for Google & AI search

THE RESULTS

Nine months in, PrimeSpine has moved from largely invisible in local search to ranking across nearly all of its core chiropractic and massage therapy keyword categories — in both Bellevue/Factoria and Kirkland.

58%

247 → 391 Ranking Keywords

Total ranking keywords climbed steadily as new site architecture, technical SEO, and location-specific content took hold, with average position improving from 20 to 17.6 (Nov–Jun/Jul).

6% → 71%

6% → 71% of Keywords in Top 10

The share of tracked local keywords ranking on Google's first page jumped from 1 of 17 to 12 of 17, with every one of the 17 keywords gaining ground overall (full breakdown on p.2).

THE NOBOS DIGITAL DIFFERENCE

We're more than an agency, we become your strategic partner. We fully invest in understanding your business, your customers, and what truly drives growth, then design a focused strategy that aligns marketing with real business outcomes. We don't build SEO strategies around keywords. We build them around your business goals and the people you want to serve, leading to real and sustainable customer and revenue growth.



