



Check Out Our Latest Reel!



Spotlight: 2025 Marketing Stats Review

- 1 Record-breaking SEO growth across the Curalta network**

Curalta achieved an all-time high in total ranking keywords, with a 32% increase in first-page rankings in a single month, helping more patients find Curalta providers organically without relying solely on paid ads.
- 2 Over 1,000 High-Intent Medical Keywords Improved in Rankings**

Many keywords tied to pain, injuries, and treatment decisions now rank in the Top 1-5 positions, where the majority of patient clicks occur directly supporting increased appointment requests.
- 3 Strong Visibility for "Ready-to-Book" Patient Searches**

Curalta locations are ranking prominently for searches like "foot doctor near me," "stubbed toe vs broken toe," and "how to heal a sprained ankle fast" terms used by patients actively seeking care, not just browsing.
- 4 Educational Content Is Driving New Patient Acquisition**

Injury, recovery, and treatment-focused articles are ranking on page one and positioning Curalta as a trusted medical authority, capturing patients earlier in their decision-making journey and supporting long-term practice growth.
- 5 Paid Media Is Generating Strong, Trackable Patient Revenue**

Google Ads campaigns produced \$54,754.59 in total patient revenue, driven by 570 patient conversions and 232 appointment requests. Campaigns focused on high-intent, condition-based searches capturing patients actively seeking foot and ankle care and converting that demand directly into scheduled visits across the Curalta network.
- 6 Website Traffic and Organic Growth Demonstrate Sustained Clinical Visibility**

The Curalta website recorded 267,304 total sessions, 177,820 new users, and 517,004 page views, with organic traffic accounting for 63% of total sessions and continuing to trend upward year over year.

THINK IT'S NAIL FUNGUS?
Don't Guess. **GET TESTED.**

Fungus is an active **infection**, that needs proper treatment.

ASK YOUR PODIATRIST IF NAIL TESTING IS RIGHT FOR YOU.
Accurate diagnosis leads to better treatment.

TESTING IS COVERED BY MOST INSURANCES

Curalta
FOOT+ANKLE
Transforming Podiatric Medicine

LEARN MORE HERE

Increased Pathology Visibility

In the coming weeks, each office will be displaying the "Think It's Nail Fungus?" poster to help educate patients and increase awareness of Curalta's pathology services, including onychomycosis testing. The poster features a QR code that directs patients to our blog, "[Toenail Fungus Testing: Why Accurate Diagnosis Matters Before Treatment.](#)" reinforcing the importance of accurate diagnosis prior to initiating care.

Holiday Decoration Challenge

CONGRATULATIONS TO OUR WINNERS!



Thank you to all offices that took the time to decorate & submit photos. Your participation helped bring energy and connection across our locations, & we truly appreciate the effort everyone put in. We look forward to more fun activities like this in the future. Stay tuned!

- 1st Prize:** Willow Grove, PA [View Their Office](#)
- 2nd Prize:** Clifton, NJ - Main Ave. [View Their Office](#)
- 3rd Prize:** Park Ridge, NJ [View Their Office](#)



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