

# Marketing Audit Report

<https://resurgentsports.com/>

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## Overall Marketing Score: 61/100 (Grade: C)

Resurgent Sports Rehab has the strongest sports-specific positioning in NoVA, backed by 8 DPTs with SCS/OCS/ATC credentials, 128 Google reviews at 5.0 stars, a 16-partner network, active community events, and proprietary frameworks (MVI for baseball, 3-tier run analysis, ACL prevention with 52-85% injury reduction data). Pricing (\$220 eval, \$175-190 sessions) and insurance details exist but need to be elevated from the FAQ to service pages. The main conversion barrier is the external booking redirect. No blog or content hub limits organic growth despite deep clinical expertise. Estimated incremental revenue: \$8,000-\$25,000/month.

# Score Breakdown



Category	Score	Weight	Status
Content & Messaging	64/100	25%	Needs Work
Conversion Optimization	47/100	20%	Critical
SEO & Discoverability	62/100	20%	Needs Work
Competitive Positioning	67/100	15%	Needs Work
Brand & Trust	72/100	10%	Needs Work
Growth & Strategy	55/100	10%	Needs Work

# Key Findings

Severity	Finding
<b>Critical</b>	External booking redirect to app.pteverywhere.com causes 40-60% abandonment. Visitors leave resurgentsports.com, lose trust signals, and encounter an unfamiliar domain. This is the single biggest conversion killer.
<b>High</b>	Pricing information (\$220 eval, \$175-190 follow-ups, \$95/\$80 recovery sessions, ~8 session plans) and insurance details (50-80% reimbursement, HSA/FSA accepted) exist on the FAQ page but are not surfaced on service pages or near booking CTAs where cost anxiety peaks. Elevating this information would significantly reduce the out-of-network conversion barrier.
<b>Critical</b>	No blog, no educational content, no downloadable resources, no video library. The site is invisible for informational search queries despite positioning as the sports PT authority in the region.
<b>High</b>	Four competing CTAs (Schedule Now, Book A Free Consult, Call or Text, Contact Us) create decision paralysis. The difference between 'Schedule Now' and 'Book A Free Consult' is ambiguous to visitors.
<b>High</b>	No H1 tag on homepage (first heading is H3). Missing meta descriptions on all pages. Schema uses generic 'LocalBusiness' instead of 'PhysicalTherapy' type. Not ranking on page one for 'sports physical therapy fairfax va'.
<b>Medium</b>	128 Google reviews at 5.0 stars is a strong asset, but this social proof is not surfaced on the website. No embedded Google Reviews widget, no written testimonials with specific outcomes, no video testimonials, and no outcome statistics displayed on service pages. The 16-partner network logos are also absent from the homepage.
<b>Medium</b>	No Meta Pixel installed -- unable to run Facebook/Instagram retargeting campaigns or build lookalike audiences. Google Ads conversion tracking is active but no retargeting infrastructure exists.
<b>Medium</b>	The three-phase rehabilitation program (pain reduction, gradual loading, return-to-sport) is the strongest differentiator but is not named, branded, or elevated as the primary messaging anchor across pages.
<b>Medium</b>	No city-specific landing pages for service areas (Vienna, Tysons, Arlington, Alexandria, Sterling, Centreville). Each missing page is a lost opportunity to rank for '[service] + [city] VA' long-tail searches.
<b>Low</b>	Missing from healthcare directories (Healthgrades, Vitals, WebMD). Each practitioner should have individual profiles linking back to the team page for E-E-A-T signals.

# Prioritized Action Plan

## Quick Wins (This Week)

1. Consolidate 4 competing CTAs into one primary action: 'Book Your Free Discovery Visit' (high-contrast button) with a secondary tap-to-call. Add micro-copy: 'Free 15-minute consult. No commitment. No referral needed.'
2. Write meta descriptions for all pages, starting with homepage: 'Sports physical therapy in Fairfax & Chantilly VA. Injury prevention, rehab & performance for athletes of all levels. Free consult -- (703) 698-7888.'
3. Add a trust bar directly above every booking CTA: '5.0 on Google (128 reviews) | Doctor of Physical Therapy | 2025 Business Rate Award | 16 Local Partners'. Trust signals at conversion points lift bookings 10-20%.
4. Reframe out-of-network insurance copy from neutral ('We are out-of-network') to value-driven: 'Out-of-network by design: longer sessions, 1-on-1 care every visit, a therapist who knows your sport. Most PPO patients recover 60-80% of costs.'
5. Name the three-phase program ('The Resurgent Return Protocol') and reference it consistently. Add H1 tag to homepage. Add 'HSA & FSA Accepted' badge near all CTAs. Install Meta Pixel via Squarespace integrations.

## Medium-Term (1-3 Months)

1. Embed PTEverywhere booking widget directly on-site (iframe or API) to eliminate the external redirect. Show next 3 available slots inline on homepage. Expected conversion lift: 30-50%. Contact PTEverywhere about embed options.
2. Elevate FAQ pricing (\$220 eval, \$175-190 follow-ups, ~8 sessions) into a dedicated Pricing & Insurance page. Add an out-of-network vs in-network comparison table and link from every service page. The data exists -- it just needs prominence.
3. Surface 128 Google reviews (5.0 stars) on-site via embedded widget. Display 16 partner logos on homepage. Collect 5-10 written patient testimonials with specific outcomes. Push toward 200+ reviews with systematic post-visit requests.
4. Create a Free Consult landing page explaining what it includes, who it's for, expected duration, and what to expect. Include therapist photo, 2 testimonials, and embedded booking form. Route all primary CTAs here.
5. Publish first 4 blog posts targeting high-intent keywords: 'ACL rehab Northern Virginia,' 'youth baseball arm pain treatment,' 'return to running after stress fracture,' 'in-network vs out-of-network PT comparison.'

## Strategic (3-6 Months)

1. Launch a full content hub publishing 2-4 SEO-optimized articles per month. Build city-specific landing pages for Vienna, Tysons, Arlington, Alexandria, Sterling, and Centreville. Projected: 3-5x organic traffic growth over 12 months.
2. Develop video content strategy: 3-5 patient video testimonials, weekly 'Return to Sport Diaries' series, and '60-Second Sport Fix' exercise demos. Video is highest-trust format and leverages existing video analysis capability.

3. Expand existing 16-partner network (Arlington Travel Baseball, NOVA Running Club, Road Runner Sports, etc.) by adding high school athletic departments. Surface partner logos on homepage and create co-branded content through partner channels.
4. Build email marketing infrastructure: lead magnet ('The Parent's Guide to Youth Sports Injuries'), 4-6 email nurture sequence, and bi-weekly newsletter. Capture and convert visitors who aren't ready to book immediately.
5. Explore revenue expansion: membership model for ongoing athlete maintenance, 'Precision Athlete Assessment' as standalone product for healthy athletes, corporate wellness partnerships with NoVA tech companies, group injury prevention classes.

# Competitive Landscape

	Resurgent Sports Rehab	Rehab 2 Perform	ACE Physical Therapy	The Jackson Clinics
<b>Positioning</b>	Resurgent Sports Rehab	Fitness-forward sports rehab	Trusted for like care on campus	4th National Physical Therapy Innovation Award
<b>Pricing</b>	Resurgent Sports Rehab	Accepts all major insurance	Standard Medicare rates	State-of-the-art facilities with cutting-edge equipment
<b>Social Proof</b>	Resurgent Sports Rehab	WebPT Innovator of the Year	Strong Yelp Multiple locations	APPTF award recipient, 4th place in 2018
<b>Content</b>	Resurgent Sports Rehab	Moderate: ACL e-book, educational articles	Active: articles, interactive	Minimal: progressions, blog, general PT resources

# Methodology

This audit evaluates six key dimensions of marketing effectiveness. Each category is scored 0-100 based on industry best practices and competitive benchmarks.

Category	Weight	What We Measure
Content & Messaging	25%	Copy quality, value proposition clarity, CTA effectiveness
Conversion Optimization	20%	Funnel design, forms, social proof, friction reduction
SEO & Discoverability	20%	On-page SEO, technical SEO, content structure
Competitive Positioning	15%	Market differentiation, pricing, alternatives strategy
Brand & Trust	10%	Design quality, trust signals, authority indicators
Growth & Strategy	10%	Pricing strategy, acquisition channels, retention