

BEFORE	AFTER
<p style="text-align: center;"><b>Website Meta Description</b></p> <p>Safe, gentle &amp; effective chiropractic care for moms and kids in Peterborough, Ontario.</p>	<p style="text-align: center;"><b>Website Meta Description</b></p> <ol style="list-style-type: none"> <li>1. Wellman Clinic provides drug free, non-invasive chiropractic care for moms, children, and families!</li> <li>2. Wellman Clinic is a family chiropractic centre that provides drug-free, non-invasive, and gentle chiropractic care for moms, children, and infants.</li> <li>3. Worried about chiropractic care? Dr. Ange Wellman’s family chiropractic centre provides drug-free, non-invasive, and gentle chiropractic care for moms, children, and families.</li> </ol>
<p><b>Justification</b></p> <p>While Google has done a good job creating meta descriptions for your individual pages, it did not do a very good job with the homepage.</p> <p>I’ve provided three rewrites and would like to know which one you like best. If there is anything you’d like to tweak, or change, please let me know.</p>	
<p><b>Homepage:</b></p> <p><b>What makes us different?</b> At the Wellman Clinic, we’ve got your back. We understand that the spine can influence your health and well-being and we know you’re capable of more than just living without pain.</p> <p><b>You deserve to Live Well. To be active, vital and truly healthy in your life.</b></p> <p>Our chiropractic care can not only relieve your pain and discomfort, it can restore balance to your overwhelmed nervous system so you can handle your busy days with ease and confidence.</p>	<p><b>Homepage:</b></p> <p><b>Peterborough Chiropractic Care</b> The Wellman Clinic specializes in pediatric and prenatal care—with an emphasis on women’s health. By combining specific and gentle chiropractic adjustments with personalized lifestyle support, we’ll help you take back control of your health so you can feel better and get back to enjoying life.</p> <p><b>What makes us different?</b></p> <p>For over 15 years, Dr. Ange Wellman has dedicated herself to providing a chiropractic experience that is positive, informative, and holistic. Our goal at the Wellman Clinic is to not only fix your aches and pains, but to provide you</p>

	with the support to restore balance to your nervous system.
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**Justification**

We want to concentrate the most important information at the top of the page. The new format succinctly introduces the clinic and maintains the “How are we different?” section that was there previously.

**Prenatal Care Page:**

**Expecting Moms**  
Pregnancy chiropractic care is a safe, effective and drug-free way to alleviate many of the aches and pains that can come with your growing belly so you can enjoy your pregnancy more. Gentle, pregnancy-specific techniques (like the Webster technique) can be used to correct the effects of sacroiliac joint problems which can contribute to a difficult labour for mom (and baby). Proper pelvic alignment and mobility, along with good nervous system function through chiropractic care in pregnancy, can help your developing baby have more room to grow while making your labour safer and more comfortable. Sounds like a win-win for everyone!

**Prenatal Care Page:**

**Enjoy Your Pregnancy**  
Chiropractic prenatal care is a safe, effective, and drug-free way to alleviate the aches and pains of pregnancy. Using pregnancy-specific techniques like the Webster technique, we can correct the effects of sacroiliac joint problems, which can contribute to a challenging labour—for you and your baby. However, there are many more reasons to seek advice and relief from a prenatal chiropractor.

**Justification**

Since there is a lot of content on this page, we want to make the copy more concise and direct, so the user is able to get more details in less time. We also changed the header to make the meta description more eye grabbing.

**Pediatric Care Page:**

**It's better to raise healthy kids than to fix injured adults**

**Pediatric Care Page:**

**Common childhood trauma can affect the spine**

**Justification**

This change of headers was also for the meta description. I like both, but decided that the second one is more likely to pique interest than the first.

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<p><b><i>Pediatric Care Page:</i></b></p> <p><b>Chiropractic Helps Kids</b></p> <p>The spine is not only a collection of bones, muscles and ligaments. It's an entire neurological organ and the key communication highway between the brain and the body. When the brain and the body are communicating well, children can more easily adapt to their surroundings. That's why chiropractic is so beneficial to children.</p>	<p><b><i>Pediatric Care Page:</i></b></p> <p><b>Chiropractic Helps Kids</b></p> <p>The spine is not just a collection of bones, muscles and ligaments. It's an entire neurological organ and the key communication highway connecting the brain and the body. In kids, the spine is more flexible which makes it more susceptible to misalignment. This misalignment commonly occurs during birth, but it can even occur after minor trauma from playing. Sometimes this trauma can go unnoticed until it blossoms into a larger, more severe issue—which is why we always say, it's better to raise healthy kids than to fix injured adults.</p>
<p><b><i>About Us Page:</i></b></p> <p>Dr. Ange is the founder of The Wellman Clinic and has more than 15 years' experience caring for thousands of patients wanting to take better control of their health. As a mom of two young daughters, she knows firsthand the stresses and strains of family life and the toll it can take on the body and mind. Dr. Ange combines her clinical and personal experience to help her patients and their families just as she helps her own. "I like to help people live a better life instead of dealing with illness or trying to fix problems once they've already happened," she says.</p>	<p><b><i>About Us Page:</i></b></p> <p>I'm Dr. Ange Wellman, the owner and founder of the Wellman Clinic here in Peterborough, Ontario. I specialize in helping families—specifically women and children—better their health with drug-free, holistic chiropractic care.</p> <p>I know firsthand the stresses and strains of family life, and for many years I treated my stress with exercise, thinking that was enough. It wasn't until I was diagnosed with invasive malignant melanoma in 2007, that I shifted my perspective into tackling health issues before they began.</p> <p>Drawing upon my education and experience, I narrowed down my approach and focused on specific and gentle adjustments. Coupling that with personalised lifestyle support, I have dedicated myself to empowering families so they can take control of their health and manage the physical, chemical, and emotional stresses that comes with everyday life.</p> <p>Whatever challenges you're facing, know that you don't have to defeat them alone. Together, we can find a solution that works for you and your lifestyle. At the Wellman Clinic, my goal is not only to relieve your pain and discomfort but to restore balance to your</p>

	overwhelmed nervous system so you can handle your busiest days with ease and confidence.
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