



Mission Map Out A Funnel

Type of Funnel Used: Search

Use Search Engine To Find Info/Solution → Click On Best Search Result → Read Content/Sales Page → Buy/CTA

(They paid for sponsorship. At the top when I searched on Google)

How are they getting new customers?

People actively searching

Things that caught my attention:

- “Help you recover and regain optimal physical well-being.”**
- Listed Different Types of Pain(s)**
- Describes who needs the service**
- Describes each service they offer**

**After describing each service they offer, there is a CTA.
Good funnel for people actively searching.**



https://physiotherapy4vancouver.ca/physiotherapy-landing/?gad_source=1&gclid=CjwKCAjwnqK1BhBvEiwAi7o0X-NGe9jQTnt0Z7DNTX0GnKPDp-94NiB77T3q8j8Rxmujk_YUXg7VahoCtJMQAvD_BwE