



**NORALIGN**  
FUNCTIONAL REHABILITATION

# SEO Report

Nov 2020



# Agenda



- 01 Google Updates**
- 02 Website Metrics**
- 03 Keyword Ranking**
- 04 Lead Generation**
- 05 Google Business Listing**
- 06 Updates & Remarks**



Anyway, I see the sensor tools are spiking somewhat again. SERPS are moving for us a bit, but not that much more than expected.

Seeing some shifts this morning, particularly on mobile.

I'm seeing odd and unrelated results for some queries

Same here. More unrelated and strange than usual, too. Also seeing complaints about Search Console being down.

Big drop in traffic here first after may update lost 70% of traffic didn't manage to recover, now lost again 50-60% of traffic so last 2 days website with 400+ articles in which I invested a lot of money and time is now good for nothing.

Lost 50% of my traffic in the May 5 update (went from average ranking of 2.4 to 5.7 overnight. Down 70% as of last week (average rank if 8.1). In the last 48 hours I've lost additional ranks. Only common denominator I see in my industry (e-commerce, gaming) is every US site getting tanked while foreign (mainly Chinese) sites are getting a huge boost.

**7th** – New Year Starts with Ranking Fluctuations

**14th** – Google Core Update in January 2020

**23rd** – Results Included in a Featured Snippet Removed from First Page

**1st** – No Follow Being Used as Hint

**24th** – Signs of a Google update in March

**30th** – Unusual Fluctuations in Ranking

**2nd** – Signs of a Google update in June 2020

**23rd** – Signs of a Rollback of May Core Update

**10th** – Rolling out an enormous Google Search ranking algorithm update

**12th** – Google Indexing Bug

Jan Feb Mar May Jun Jul Aug Sep Oct Nov

**4th** – Signs of Google Update in Early February

**8th** – Massive Google Update Several Days Long

**5th** – Google Core Update May 2020

**24th** – Potential Google update near the end of July

**23rd** – Google Search Algorithm Ranking Update

**17<sup>th</sup> & 18<sup>th</sup>** Google Updates Signs – shifts ranking



# Website Metrics

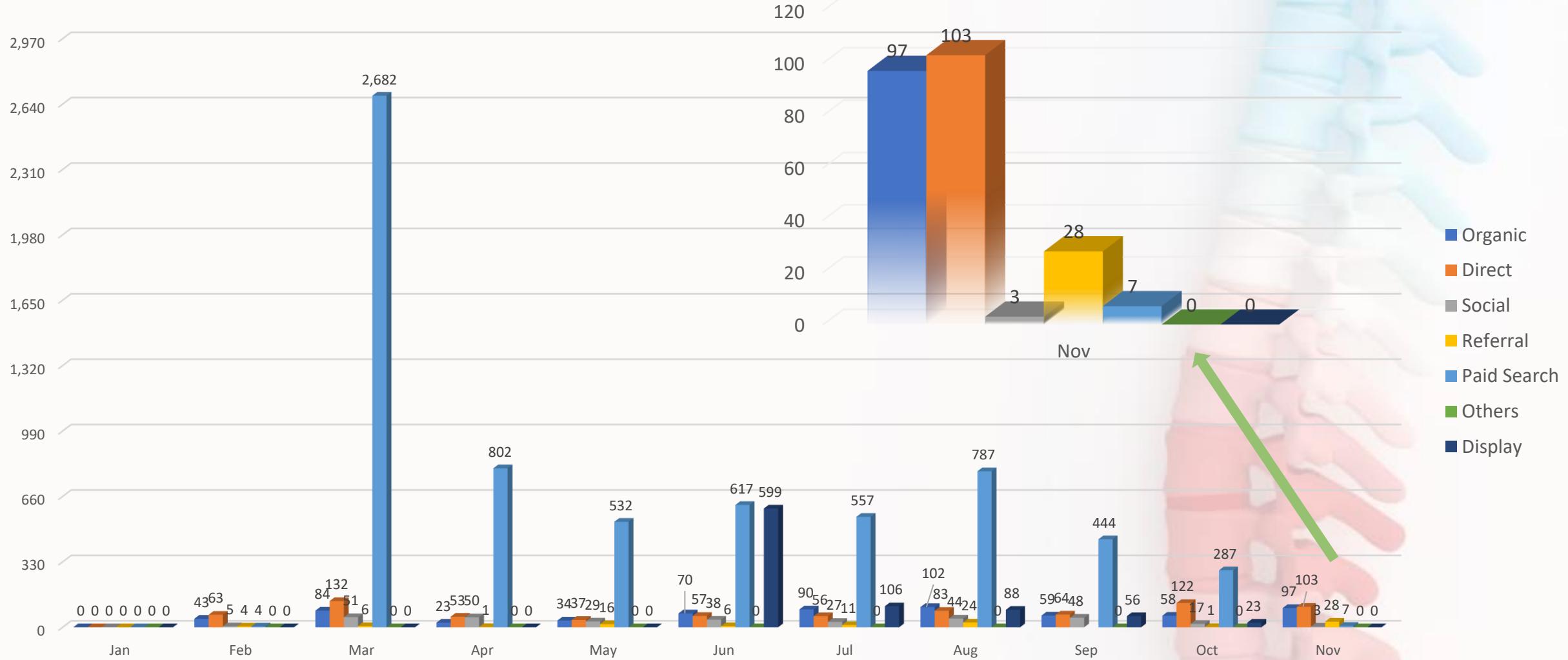
# Overall Website Traffic

## January - November



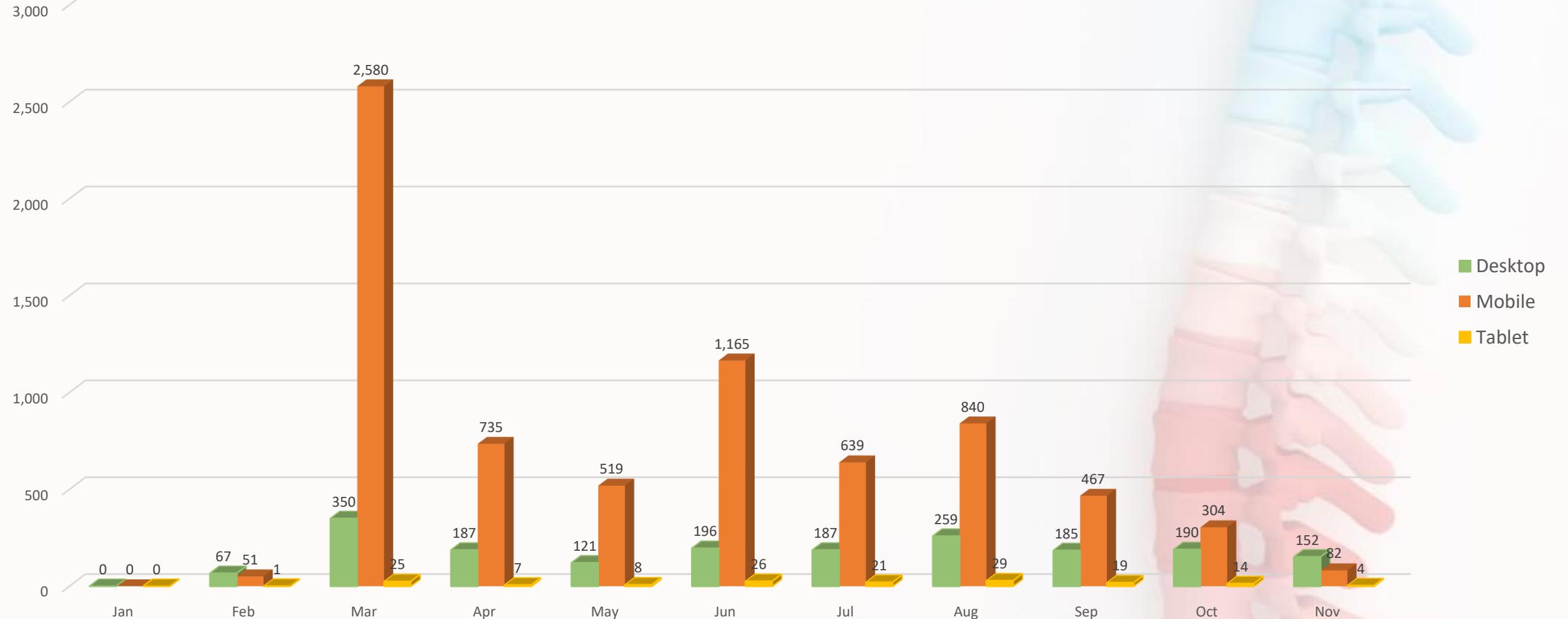
# Traffic by Channel

## January - November



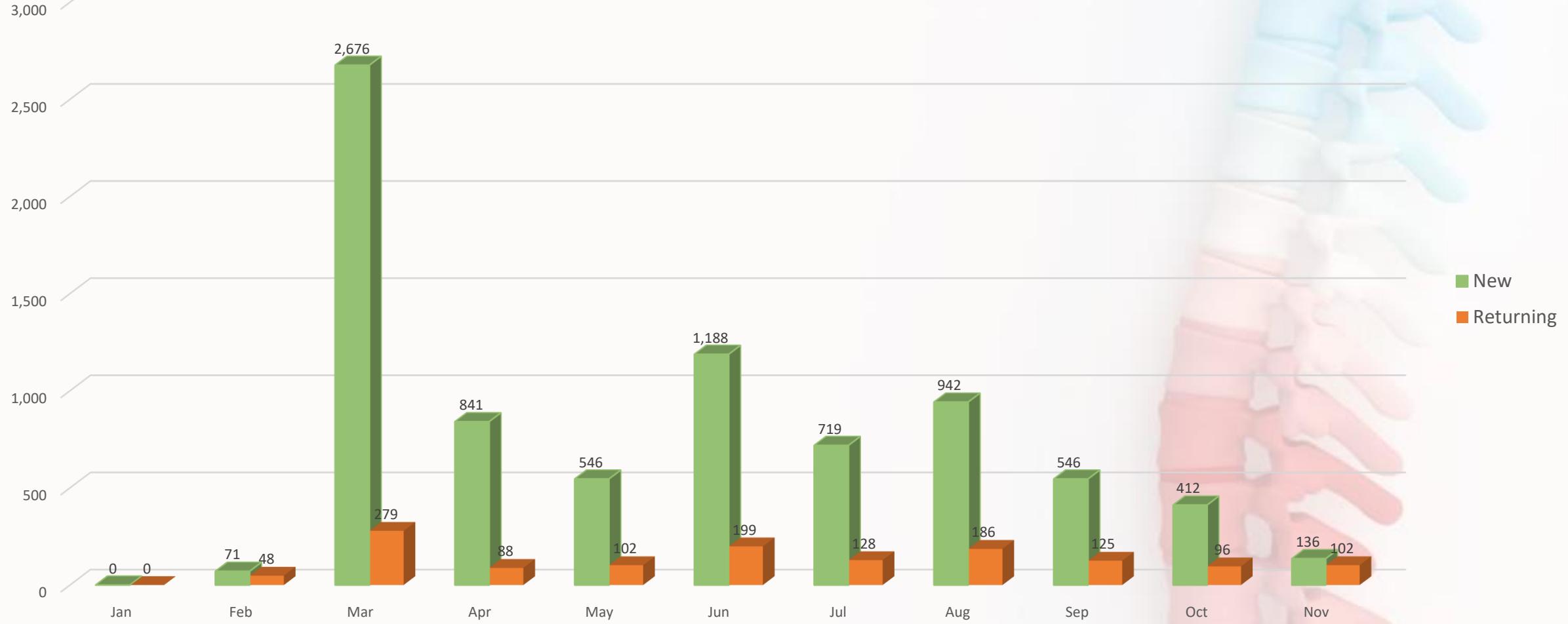
# Website Traffic by Devices

## January - October



# New vs. Returning Visitors

## January - November



# New vs. Returning Visitors (Landing Page)

## November

User Type 	Landing Page  	Acquisition			Behavior		
		Users  	New Users 	Sessions 	Bounce Rate 	Pages / Session 	Avg. Session Duration 
		<b>136</b> % of Total: 95.10% (143)	<b>136</b> % of Total: 100.00% (136)	<b>136</b> % of Total: 57.14% (238)	<b>44.12%</b> Avg for View: 40.34% (9.37%)	<b>2.49</b> Avg for View: 3.84 (-35.36%)	<b>00:02:02</b> Avg for View: 00:04:24 (-53.92%)
1. New Visitor	/	 <b>106</b> (77.94%)	<b>106</b> (77.94%)	<b>106</b> (77.94%)	<b>40.57%</b>	<b>2.53</b>	<b>00:02:13</b>
2. New Visitor	/our-team/	 <b>20</b> (14.71%)	<b>20</b> (14.71%)	<b>20</b> (14.71%)	<b>50.00%</b>	<b>2.25</b>	<b>00:01:20</b>
3. New Visitor	/contact-us/	 <b>3</b> (2.21%)	<b>3</b> (2.21%)	<b>3</b> (2.21%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
4. New Visitor	/service/physiotherapy/physio-te chniques/	 <b>3</b> (2.21%)	<b>3</b> (2.21%)	<b>3</b> (2.21%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
5. New Visitor	/service/spinal-therapy/	 <b>2</b> (1.47%)	<b>2</b> (1.47%)	<b>2</b> (1.47%)	<b>0.00%</b>	<b>7.50</b>	<b>00:06:33</b>

User Type 	Landing Page  	Acquisition			Behavior		
		Users  	New Users 	Sessions 	Bounce Rate 	Pages / Session 	Avg. Session Duration 
		<b>35</b> % of Total: 24.48% (143)	<b>0</b> % of Total: 0.00% (136)	<b>102</b> % of Total: 42.86% (238)	<b>35.29%</b> Avg for View: 40.34% (-12.50%)	<b>5.66</b> Avg for View: 3.84 (47.14%)	<b>00:07:34</b> Avg for View: 00:04:24 (71.89%)
1. Returning Visitor	/	 <b>25</b> (43.10%)	<b>0</b> (0.00%)	<b>62</b> (60.78%)	<b>25.81%</b>	<b>5.87</b>	<b>00:06:02</b>
2. Returning Visitor	/our-team/	 <b>6</b> (10.34%)	<b>0</b> (0.00%)	<b>7</b> (6.86%)	<b>85.71%</b>	<b>1.14</b>	<b>00:00:01</b>
3. Returning Visitor	/contact-us/	 <b>5</b> (8.62%)	<b>0</b> (0.00%)	<b>7</b> (6.86%)	<b>85.71%</b>	<b>1.14</b>	<b>00:00:41</b>
4. Returning Visitor	/service/spinal-therapy/	 <b>4</b> (6.90%)	<b>0</b> (0.00%)	<b>4</b> (3.92%)	<b>25.00%</b>	<b>2.50</b>	<b>00:04:21</b>
5. Returning Visitor	/about-us/	 <b>3</b> (5.17%)	<b>0</b> (0.00%)	<b>3</b> (2.94%)	<b>33.33%</b>	<b>32.00</b>	<b>01:05:52</b>

# Page Views

## November

Page	Pageviews % of Total: 100.00% (915)	Unique Pageviews % of Total: 100.00% (615)	Avg. Time on Page Avg for View: 00:01:32 (0.00%)	Entrances % of Total: 100.00% (238)	Bounce Rate Avg for View: 40.34% (0.00%)	% Exit Avg for View: 26.01% (0.00%)
1. /	235 (25.68%)	180 (29.27%)	00:01:41	168 (70.59%)	34.50%	37.02%
2. /service/spinal-therapy/scoliosis/	127 (13.88%)	32 (5.20%)	00:01:21	4 (1.68%)	0.00%	6.30%
3. /contact-us/	76 (8.31%)	62 (10.08%)	00:01:42	10 (4.20%)	81.82%	46.05%
4. /our-team/	76 (8.31%)	67 (10.89%)	00:02:26	27 (11.34%)	59.26%	46.05%
5. /service/spinal-therapy/	67 (7.32%)	34 (5.53%)	00:02:39	6 (2.52%)	20.00%	17.91%
6. /about-us/	59 (6.45%)	35 (5.69%)	00:00:31	4 (1.68%)	66.67%	13.56%
7. /news/	34 (3.72%)	17 (2.76%)	00:01:59	2 (0.84%)	0.00%	20.59%
8. /service/spinal-therapy/kyphosis/	28 (3.06%)	17 (2.76%)	00:00:27	2 (0.84%)	50.00%	14.29%
9. /gallery/	26 (2.84%)	22 (3.58%)	00:02:09	1 (0.42%)	0.00%	19.23%
10. /service/spinal-therapy/back-pain/	19 (2.08%)	14 (2.28%)	00:02:36	1 (0.42%)	100.00%	36.84%
11. /contact-thanks/	18 (1.97%)	8 (1.30%)	00:01:54	1 (0.42%)	100.00%	33.33%
12. /service/functional-rehabilitation/	16 (1.75%)	12 (1.95%)	00:01:21	0 (0.00%)	0.00%	6.25%
13. /the-centre/	16 (1.75%)	13 (2.11%)	00:00:49	0 (0.00%)	0.00%	25.00%
14. /service/functional-rehabilitation/chronic-pain/	14 (1.53%)	14 (2.28%)	00:01:08	1 (0.42%)	0.00%	14.29%
15. /service/physiotherapy/	10 (1.09%)	7 (1.14%)	00:01:18	2 (0.84%)	0.00%	0.00%

# Page Views November vs October

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	915 % of Total: 100.00% (915)	615 % of Total: 100.00% (615)	00:01:32 Avg for View: 00:01:32 (0.00%)	238 % of Total: 100.00% (238)	40.34% Avg for View: 40.34% (0.00%)	26.01% Avg for View: 26.01% (0.00%)
1. /	235 (25.68%)	180 (29.27%)	00:01:41	168 (70.59%)	34.50%	37.02%
2. /service/spinal-therapy/scoliosis/	127 (13.88%)	32 (5.20%)	00:01:21	4 (1.68%)	0.00%	6.30%
3. /contact-us/	76 (8.31%)	62 (10.08%)	00:01:42	10 (4.20%)	81.82%	46.05%
4. /our-team/	76 (8.31%)	67 (10.89%)	00:02:26	27 (11.34%)	59.26%	46.05%
5. /service/spinal-therapy/	67 (7.32%)	34 (5.53%)	00:02:39	6 (2.52%)	20.00%	17.91%
6. /about-us/	59 (6.45%)	35 (5.69%)	00:00:31	4 (1.68%)	66.67%	13.56%
7. /news/	34 (3.72%)	17 (2.76%)	00:01:59	2 (0.84%)	0.00%	20.59%
8. /service/spinal-therapy/kyphosis/	28 (3.06%)	17 (2.76%)	00:00:27	2 (0.84%)	50.00%	14.29%
9. /gallery/	26 (2.84%)	22 (3.58%)	00:02:09	1 (0.42%)	0.00%	19.23%
10. /service/spinal-therapy/back-pain/	19 (2.08%)	14 (2.28%)	00:02:36	1 (0.42%)	100.00%	36.84%

November

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	951 % of Total: 100.00% (951)	808 % of Total: 100.00% (808)	00:01:19 Avg for View: 00:01:19 (0.00%)	508 % of Total: 100.00% (508)	66.73% Avg for View: 66.73% (0.00%)	53.42% Avg for View: 53.42% (0.00%)
1. /	205 (21.56%)	169 (20.92%)	00:01:26	155 (30.51%)	45.81%	44.39%
2. /contact-us/	95 (9.99%)	79 (9.78%)	00:02:07	14 (2.76%)	78.57%	55.79%
3. /service/spinal-therapy/	89 (9.36%)	67 (8.29%)	00:01:00	61 (12.01%)	62.30%	57.30%
4. /our-team/	81 (8.52%)	70 (8.66%)	00:02:21	28 (5.51%)	60.71%	59.26%
5. /service/orthopedics/consultation/	67 (7.05%)	58 (7.18%)	00:01:50	54 (10.63%)	75.93%	73.13%
6. /service/spinal-therapy/back-pain/	57 (5.99%)	48 (5.94%)	00:00:21	34 (6.69%)	97.06%	64.91%
7. /service/physiotherapy/	48 (5.05%)	41 (5.07%)	00:01:41	35 (6.89%)	74.29%	62.50%
8. /service/spinal-therapy/scoliosis/	45 (4.73%)	38 (4.70%)	00:02:46	26 (5.12%)	88.46%	64.44%
9. /about-us/	44 (4.63%)	39 (4.83%)	00:00:23	3 (0.59%)	100.00%	22.73%
10. /gallery/	24 (2.52%)	21 (2.60%)	00:01:05	0 (0.00%)	0.00%	25.00%

October

creative

# Website Traffic by Countries

## November

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	<b>143</b> % of Total: 100.00% (143)	<b>136</b> % of Total: 100.00% (136)	<b>238</b> % of Total: 100.00% (238)	<b>40.34%</b> Avg for View: 40.34% (0.00%)	<b>3.84</b> Avg for View: 3.84 (0.00%)	<b>00:04:24</b> Avg for View: 00:04:24 (0.00%)
1.  United Arab Emirates	<b>106</b> (74.13%)	<b>101</b> (74.26%)	<b>189</b> (79.41%)	<b>35.45%</b>	<b>4.19</b>	<b>00:04:58</b>
2.  United States	<b>10</b> (6.99%)	<b>10</b> (7.35%)	<b>10</b> (4.20%)	<b>60.00%</b>	<b>2.30</b>	<b>00:00:10</b>
3.  India	<b>6</b> (4.20%)	<b>5</b> (3.68%)	<b>7</b> (2.94%)	<b>42.86%</b>	<b>3.29</b>	<b>00:01:07</b>
4.  Germany	<b>3</b> (2.10%)	<b>3</b> (2.21%)	<b>7</b> (2.94%)	<b>28.57%</b>	<b>4.43</b>	<b>00:06:31</b>
5.  Philippines	<b>3</b> (2.10%)	<b>3</b> (2.21%)	<b>6</b> (2.52%)	<b>50.00%</b>	<b>2.00</b>	<b>00:02:10</b>
6.  Russia	<b>3</b> (2.10%)	<b>3</b> (2.21%)	<b>3</b> (1.26%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
7.  Belgium	<b>2</b> (1.40%)	<b>2</b> (1.47%)	<b>3</b> (1.26%)	<b>66.67%</b>	<b>3.33</b>	<b>00:03:08</b>
8.  Netherlands	<b>2</b> (1.40%)	<b>2</b> (1.47%)	<b>2</b> (0.84%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
9.  Pakistan	<b>2</b> (1.40%)	<b>2</b> (1.47%)	<b>3</b> (1.26%)	<b>66.67%</b>	<b>2.67</b>	<b>00:10:06</b>
10.  Bosnia & Herzegovina	<b>1</b> (0.70%)	<b>1</b> (0.74%)	<b>1</b> (0.42%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
11.  Ireland	<b>1</b> (0.70%)	<b>1</b> (0.74%)	<b>1</b> (0.42%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:09</b>
12.  Jordan	<b>1</b> (0.70%)	<b>1</b> (0.74%)	<b>1</b> (0.42%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
13.  Morocco	<b>1</b> (0.70%)	<b>0</b> (0.00%)	<b>3</b> (1.26%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
14.  Ukraine	<b>1</b> (0.70%)	<b>1</b> (0.74%)	<b>1</b> (0.42%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
15.  South Africa	<b>1</b> (0.70%)	<b>1</b> (0.74%)	<b>1</b> (0.42%)	<b>0.00%</b>	<b>3.00</b>	<b>00:00:25</b>

# Website Traffic in Emirates

## November



City <span style="font-size: small;">?</span>	Acquisition			Behavior		
	Users <span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span>	New Users <span style="font-size: small;">?</span>	Sessions <span style="font-size: small;">?</span>	Bounce Rate <span style="font-size: small;">?</span>	Pages / Session <span style="font-size: small;">?</span>	Avg. Session Duration <span style="font-size: small;">?</span>
	<b>106</b> % of Total: 74.13% (143)	<b>101</b> % of Total: 74.26% (136)	<b>189</b> % of Total: 79.41% (238)	<b>35.45%</b> Avg for View: 40.34% (-12.11%)	<b>4.19</b> Avg for View: 3.84 (9.00%)	<b>00:04:58</b> Avg for View: 00:04:24 (12.90%)
1. <a href="#">Dubai</a>	<b>91</b> (85.85%)	<b>86</b> (85.15%)	<b>174</b> (92.06%)	<b>32.76%</b>	<b>4.41</b>	<b>00:05:15</b>
2. <a href="#">Sharjah</a>	<b>7</b> (6.60%)	<b>7</b> (6.93%)	<b>7</b> (3.70%)	<b>71.43%</b>	<b>1.43</b>	<b>00:00:10</b>
3. <a href="#">Abu Dhabi</a>	<b>3</b> (2.83%)	<b>3</b> (2.97%)	<b>3</b> (1.59%)	<b>66.67%</b>	<b>1.67</b>	<b>00:00:20</b>
4. <a href="#">Ras Al-Khaimah</a>	<b>3</b> (2.83%)	<b>3</b> (2.97%)	<b>3</b> (1.59%)	<b>33.33%</b>	<b>2.33</b>	<b>00:07:56</b>
5. <a href="#">Al Ain</a>	<b>1</b> (0.94%)	<b>1</b> (0.99%)	<b>1</b> (0.53%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
6. <a href="#">Fujairah</a>	<b>1</b> (0.94%)	<b>1</b> (0.99%)	<b>1</b> (0.53%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span>						
<span style="font-size: small;">?</span> <span style="color: #0070C0;">▼</span> <span style="font-size: small;">?</span> <						



# Keyword Ranking & Leads Generated

# Keyword Ranking

## September - November

No	Keywords	November
1	kyphosis treatment Dubai	4
2	functional rehabilitation	8
3	quality bracing for scoliosis	14
4	scoliosis treatment Dubai	22
5	pediatric physiotherapy dubai	32
6	scoliosis treatment for adults	NiT 100
7	mild scoliosis of the thoracic spine	NiT 100
8	brace for scoliosis	NiT 100
9	scoliosis correction	NiT 100
10	back pain scoliosis treatment	NiT 100

No	Keywords	November
11	scoliosis treatment for kids	NiT 100
12	scoliosis physiotherapy	NiT 100
13	adolescent idiopathic scoliosis	NiT 100
14	thoracic scoliosis	NiT 100
15	kyphosis scoliosis	NiT 100
16	schroth therapy	NiT 100
17	schroth physical therapy	NiT 100
18	clinical pilates physiotherapy	NiT 100
19	pilates in rehabilitation	NiT 100
20	pilates for children	NiT 100

\* We started with all Not in Top 100 (NiT 100).

# Kyphosis Treatment Dubai

[noralign.com](#) › service › spinal-therapy › kyphosis ▾

## 4. Kyphosis Treatment - Spinal Therapy in Dubai, UAE

Similar to Scoliosis, **Kyphosis** can be functional, postural, or structural. Structural means that the bone structure is affected, your back is rounded, and it cannot be ...

Google

kyphosis treatment Dubai

Keyword difficulty: ••• (for google.com database) — View full report for this keyword

All Images Videos Shopping Maps More Settings Tools

About 291.000 results (0.64 seconds)

Ad · www.kingscollegehospitaldubai.com/kyphosis/treatment ▾ 04 247 7777  
**Kyphosis Treatment - King's College Hospital**  
Dr. Nicandro Figueiredo - Spinal Neurosurgery. British Healthcare in **Dubai** - Valet parking - 24/7 Emergency - State of the Art Hospital. Insurance coverage: Nextcare, Neuron, Oman, Daman, Axa, Mednet.

Ad · www.azhd.ae/ ▾  
**Dr. Zaid Al Aubaidi - Al Zahra Hospital Dubai - azhd.ae**  
Scoliosis **Treatments**, Pediatric Fractures, Pediatric Bone & Joint Infections & more. Pediatric Orthopedics. Scoliosis: Pediatric Spine **Surgery**. Best Doctors.

kingscollegehospitaldubai.com › ... › Spine Deformities ▾  
**1. Best Kyphosis Treatment - King's College Hospital Dubai**  
Brace **treatment** for moderate hyperkyphosis (50-75°) has been the most prescribed non-operative method of **treatment** during the adolescence. Specific **exercises** used to supplement brace wear or prevent progression in mild curves guided by the physiotherapy and rehabilitation team can be helpful as well.

www.chiropracticdubai.com › posture-and-chiropractic... ▾  
**2. Posture and Chiropractic care | Chiropractic Dubai**  
Posture refers to the position in which you hold your body upright against gravity while standing or sitting. You have a good posture when your body is able to ...

www.drhc.ae › spine-hospital-dubai › scoliosis ▾  
**3. Scoliosis | Spine Hospital Dubai - Dr Rami Hamed Center**  
Spinal Deformity **Treatment** (Scoliosis- **Kyphosis**). Orthopedic Main Page ... DRHC offers you with one of the best scoliosis specialist in **Dubai**. We, at Dr Rami ...

[noralign.com](#) › service › spinal-therapy › kyphosis ▾  
**4. Kyphosis Treatment - Spinal Therapy in Dubai, UAE**  
Similar to Scoliosis, **Kyphosis** can be functional, postural, or structural. Structural means that the bone structure is affected, your back is rounded, and it cannot be ...

People also ask
Can cervical kyphosis be corrected?
Is kyphosis a disability?
How do I fix Scheuermann's kyphosis?
What is the best treatment for kyphosis?

Feedback

www.mymeditravel.com › United Arab Emirates › Dubai ▾  
**5. 10 Best Clinics for Kyphosis Treatment in Dubai [2020 Prices]**  
Kyphosis Treatment clinics in **Dubai** at the best price. Find doctors, specialized in Spinal Surgery and compare prices, costs and reviews.

# Functional Rehabilitation

[noralign.com](http://noralign.com) ▾

**8. NorAlign – Functional Rehabilitation Centre**

Scoliosis and Spine Curvature Disorders. At **NorAlign**, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, **functional therapy** ...

Google search results for "functional rehabilitation":

Keyword difficulty: 1.0 (for google.com database) — View full report for this keyword

About 182,000,000 results (0.76 seconds)

COVID-19 safety info

1. **Functional Rehabilitation – PM&R KnowledgeNow**  
Sep 6, 2018 — **Functional rehabilitation** is a restoration program that is designed to provide comprehensive treatment of an injury in an athlete.<sup>1</sup> In contrast to traditional physical therapy, **functional rehabilitation** treats with the goal of returning the individual to full participation of the sport, at the prior level of activity ...  
by H Lee · Related articles

People also ask:

- What is functional rehabilitation?
- What are the four stages of rehabilitation?
- What are the stages of rehabilitation?
- What is the function of rehabilitation clinic?

www.aapmr.org › musculoskeletal-medicine › function... ▾

6. **Functional Rehabilitation**  
Functional rehabilitation combines various techniques in an attempt to return an injured athlete or worker to an optimal level of performance.

pubmed.ncbi.nlm.nih.gov › ...

7. **Functional rehabilitation for the upper and lower extremity**  
Functional rehabilitation is an extension of the traditional elements of physical therapy, the purpose of which is to return the athlete to highly complex movement ...  
by SM Lephart · 1995 · Cited by 136 · Related articles

[noralign.com](http://noralign.com) ▾

**8. NorAlign – Functional Rehabilitation Centre**

Scoliosis and Spine Curvature Disorders. At **NorAlign**, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, **functional therapy** ...

radiopaedia.org › articles › functional-rehabilitation-1 ▾

**9. Functional rehabilitation | Radiology Reference Article ...**  
Functional rehabilitation refers to a comprehensive treatment program, which aims to return athletes or non-athletes fully to their previous level of activity.

www.nationwidechildrens.org › sports-medicine-services ▾

**10. Functional Rehabilitation - Nationwide Children's Hospital**  
Nationwide Children's Sports Medicine **Functional Rehabilitation** is an aggressive sports therapy program that is designed to fully return our patients to their full ...  
East Columbus: 00:15

**Noralign Functional Rehabilitation**

Website Directions Save Call

5.0 ★★★★☆ 1 Google review

Physical therapy clinic in Dubai

Address: Office 218, Al Shafar Building No. 7 - Al Wasl Rd - Dubai

Hours: Open - Closes 8PM ▾

Phone: 04 340 0017

Suggest an edit · Own this business?

Know this place? Share the latest info

Send to your phone

Reviews 1 Google review Write a review Add a photo

From **Noralign** Functional Rehabilitation  
At **NorAlign**, we're dedicated to getting to the root cause of every condition. By understanding our patients' physical, mental and emotional struggles, we're able to gain a comprehensive understanding of their condition and provide integrated... More

Profiles

Facebook

More about **Noralign** Functional R...

About this data Feedback

# Quality Bracing for Scoliosis

noralign.com › news-item › non-surgical-treatment-for-... ▾

## 14. Non-surgical Treatment for Scoliosis - Scroth Method

Bracing. **Quality bracing for scoliosis** is often the first step for children who need treatment to stop the curve from getting worse and eventually avoid surgery.

Google quality bracing for scoliosis  
About 3,560,000 results (0.63 seconds)

Ads - quality bracing for scoliosis

future stabilizing AED 164.80 Dr. Nutrition Free shipping

Back Brace Support for AED 384.39 Amazon ae

Scoliosis Back Brace for M AED 99.99 ... 243.92 + tax Life Changes

Aminary Back Correction... AED 100.00 Amazon ae

Orlman Semi-rigid torso ... AED 570.90 SweetCare

Ad - www.burjeespecialty.com - Dr. Faris Hubail - 1000+ Scoliosis Treatment Dubai, Burjeel Dubai, Curved Spine Treatment, 1000+ Cases Treated, Highly Experienced Spine Doctor at Burjeel Hospital Quality Service, State-of-the-Art Facility Available, Consultation Available, Call Now for Your Appointment View Packages

1. Quality of life and patient satisfaction in bracing treatment of scoliosis (AIS) — Bracing is used as a valid non-surgical treatment for adolescent idiopathic scoliosis (AIS) to avoid progression of the deformity and thereby surgery. The effect of bracing on quality of life of patients with AIS has been a topic of interest in the international literature. by L. Phamton - 2018 - Cited by 8 - Related articles

People also ask

Is bracing for scoliosis effective? What is the best Scoliosis Brace? What degree of scoliosis needs a brace? How can I make my scoliosis brace more comfortable?

2. Effect of bracing on the quality of life of adolescents with scoliosis Background context: There is considerable controversy regarding the effectiveness of bracing for patients with adolescent idiopathic scoliosis (AIS). Furthermore, by C.F. Ugnatow - 2004 - Cited by 121 - Related articles

www.ncbi.nlm.nih.gov / pmc / articles / PMC5248595 3. Quality of life in adolescent patients with idiopathic scoliosis (AIS) have improved quality of life (QoL) is still unknown. Thus, we conducted a by ZD Merle - 2017 - Cited by 8 - Related articles

www.dovepress.com / bracing-as-the-treatment-of-adolescent-idiopathic-scoliosis-40692 4. [Full text] Bracing In The Treatment Of Adolescent Idiopathic Scoliosis Abstract: Bracing effectiveness for adolescent idiopathic scoliosis was controversial until recent studies provided high quality of evidence that by H. Kavoussi - 2019 - Cited by 2 - Related articles

www.ncbi.nlm.nih.gov / pmc / articles / PMC590243 / The influence of brace on quality of life of adolescents (QoL) of adolescents with idiopathic scoliosis (IS). Thirty-six patients

www.researchgate.net / publication / 329661707 / Quality-of-life-and-patient-satisfaction-in-bracing-treatment-of-adolescent-idiopathic-scoliosis-QoL-of-adolescents-with-idiopathic-scoliosis-IS-Thirty-six-patients

journals.tandfonline.com / pedorthopaeics / fulltext / body\_im\_ 7. Body Image and Quality of Life and Brace Wear Adherence in Adolescents With Scoliosis: A Randomized Trial (BRAIST) confirmed the effectiveness of brace treatment, including a strong by T. Schweiher - 2017 - Cited by 19 - Related articles

Images for quality bracing for scoliosis

www.ncbi.nlm.nih.gov / pmc / articles / PMC5248595 8. Bracing Treatment for Children and Adolescents with Scoliosis The aim of brace treatment in patients with scoliosis during growth is (1) to stop curve progression and (2) to improve appearance/cessness. There is high quality by H. Weiss - 2020 - Cited by 1 - Related articles

www.cochrane.org / RACK / braces-for-adolescent-scoliosis 9. Braces for idiopathic scoliosis in adolescents | Cochrane Jun 16, 2015— reviewed the evidence about the effect of bracing on pulmonary disorders (lung diseases), disability, back pain, quality of life, and

www.healthline.com / childrens-health / scoliosis-brace 10. Understanding Scoliosis Braces: Types, Uses, Effectiveness ... A scoliosis brace is one way to treat children with scoliosis. These braces can only be used while bones are still growing. We explain how braceless bracing

clear-institute.org / blog / back-brace-for-scoliosis-pain 11. Should I Use a Back Brace for Scoliosis Pain? | CLEAR ... The quality is inconsistent. Back braces purchased through third-party vendors on the internet can be inconsistent in quality. This means that you can order one

symbiosciencepublishing.com / rheumatology-articles / 12. Bracing - Halting Progression or Improving Curves in ... Yet, many of these studies have been judged to be of low methodological quality. In 2006, the Scoliosis Research Society (SRS) recommended to brace curve

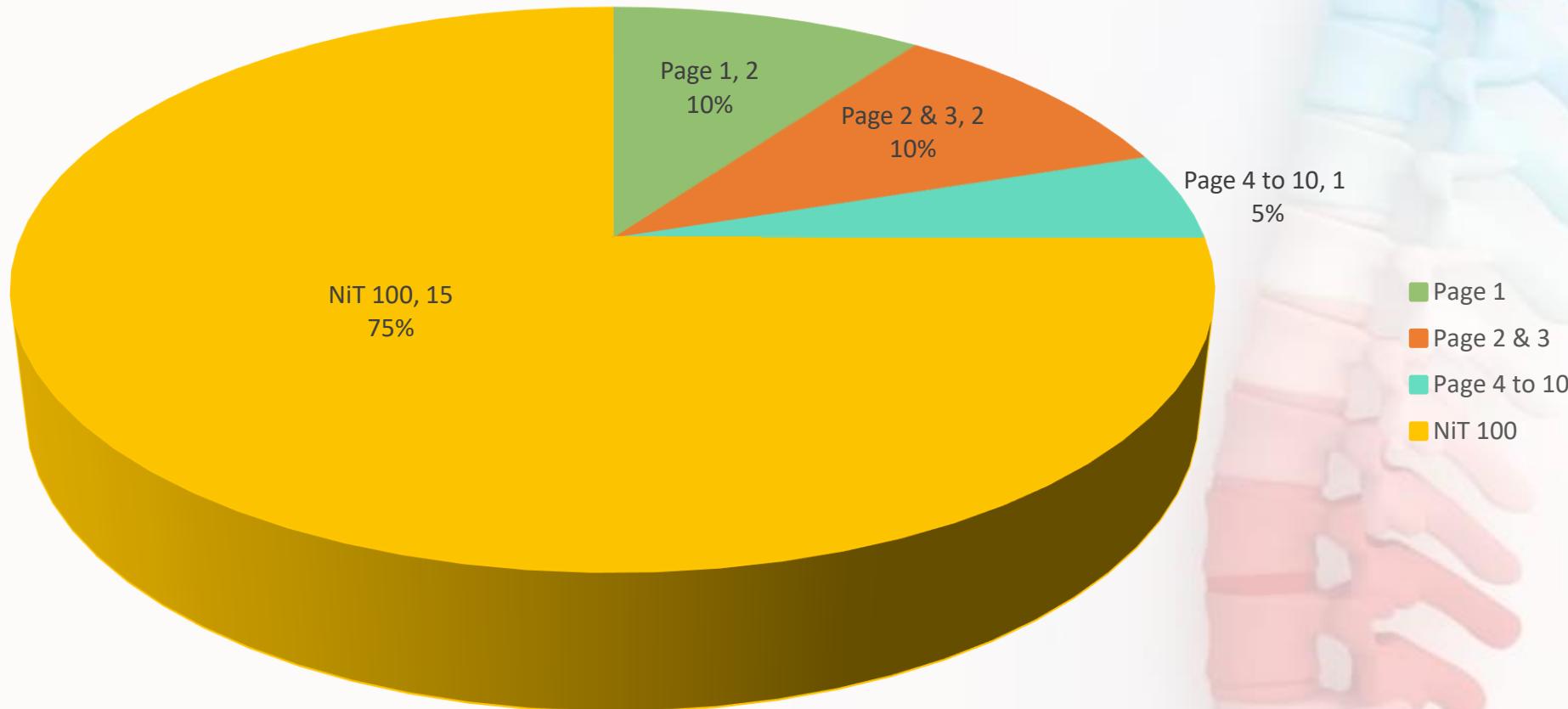
www.sciencedirect.com / science / article / pii 13. Brace treatment in adolescent idiopathic scoliosis: risk factors ... The prevalence of adolescent idiopathic scoliosis (AIS) is estimated to be ~23/100, and by R.J. Hawley - 2019 - Cited by 7 - Related articles

csdmc.uw.edu / news-item / non-surgical-treatment-for- 14. Non-surgical Treatment for Scoliosis - Scroth Method Bracing. Quality bracing for scoliosis is often the first step for children who need treatment to stop the curve from getting worse and eventually avoid surgery.

csdmc.uw.edu / news-item / non-surgical-treatment-for- 15. Bracing in Adolescent Idiopathic Scoliosis Trial (BRAIST) ... Bracing in Adolescent Idiopathic Scoliosis Trial (BRAIST). Bracing was the standard of care for the treatment of AIS and, despite many years of ... Body Image and Quality of Life and Brace Wear Adherence in Females with Adolescent

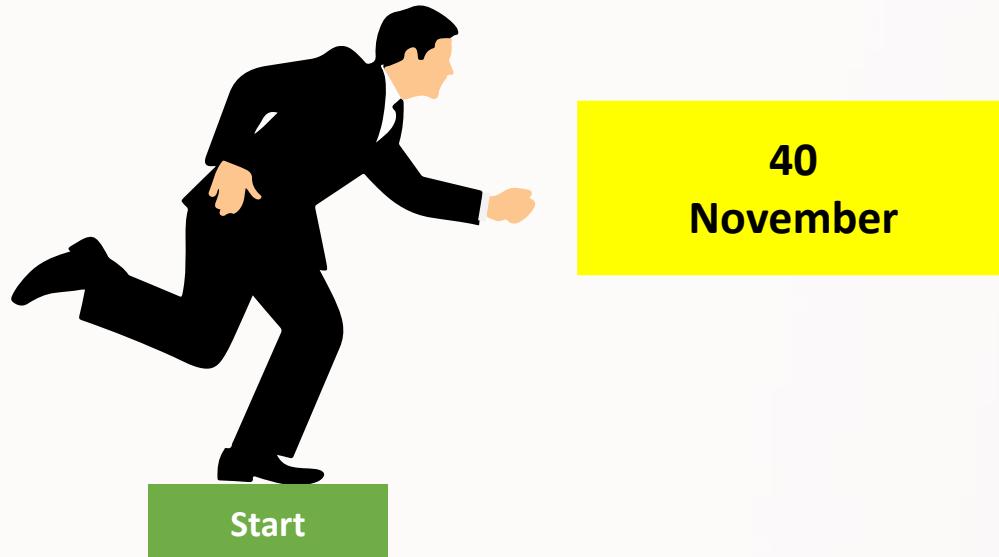
# Keyword Ranking

## November



# Link Building Progress

2020



# Updated Blog & Blog Posting

\*articles 1 & 2 – posted on the blog page

The screenshot shows a blog page with a header 'Latest News'. Below it are two articles. The first article, dated November 29, 2020, is titled 'Will Scoliosis Prevent a Child From Playing Sports?'. It features a photo of a child swimming. The second article, dated November 24, 2020, is titled 'Non-surgical Treatment for Scoliosis' and features a photo of a child's back being examined.

Articles are posted on the website's blog page, web 2.0 accounts, and article directory for link building purposes.

This screenshot shows a detailed view of the blog post from November 29, 2020. The title is 'Will Scoliosis Prevent a Child From Playing Sports?'. The post discusses various sports like swimming, cycling, and soccer, and how they can benefit children with scoliosis. It includes a photo of a swimmer and a photo of a child's back. Below the main content is a 'Comments' section with one visible comment.

\*article snippet posted on web 2.0 accounts

This screenshot shows a web 2.0 account page for 'Dr. Marc Sinclair - King's College Hospital Dubai'. It features a snippet of the scoliosis treatment article, including a photo of a physiotherapist working with a patient. The snippet highlights the non-invasive nature of the treatment and its focus on children's growth.

\*article 3 posted on article directory

This screenshot shows an article directory page for 'Dr. Zaid Al Ahsa - Al Zahra Hospital Dubai'. It includes a snippet of the scoliosis treatment article, showing a photo of a person with kyphosis and some descriptive text about the condition and its treatment.

# Generated Inquiries (3)

## November

### Website Enquiry: Appointment Requested

NorAlign - Functional Rehabilitation Centre <hello@noralign.com>

to hello ▾

Website Enquiry: Appointment Requested

==

Name: John Robinson

Email: [jondadrum@yahoo.co.uk](mailto:jondadrum@yahoo.co.uk)

Phone: 0557655160

Service interested: Functional Rehabilitation

Message: Hi,

I would like to do the functional movement screening. Do you offer it? How much?

Thanks,

John

--  
[noralign.com](http://noralign.com)

### Website Enquiry: Appointment Requested

NorAlign - Functional Rehabilitation Centre <hello@noralign.com>

to hello ▾

Website Enquiry: Appointment Requested

==

Name: Mary Khalfan

Email: [khalfanmary@gmail.com](mailto:khalfanmary@gmail.com)

Phone: 0506443854

Service interested: Physiotherapy

Message: I have chronic back problem / sciatica mri revealed deterioration ... would like assessment and treatment

--  
[noralign.com](http://noralign.com)

### Website Enquiry: Appointment Requested

NorAlign - Functional Rehabilitation Centre <hello@noralign.com>

to hello ▾

Website Enquiry: Appointment Requested

==

Name: lenka osuska

Email: [l.osuska@gmail.com](mailto:l.osuska@gmail.com)

Phone: 0558876508

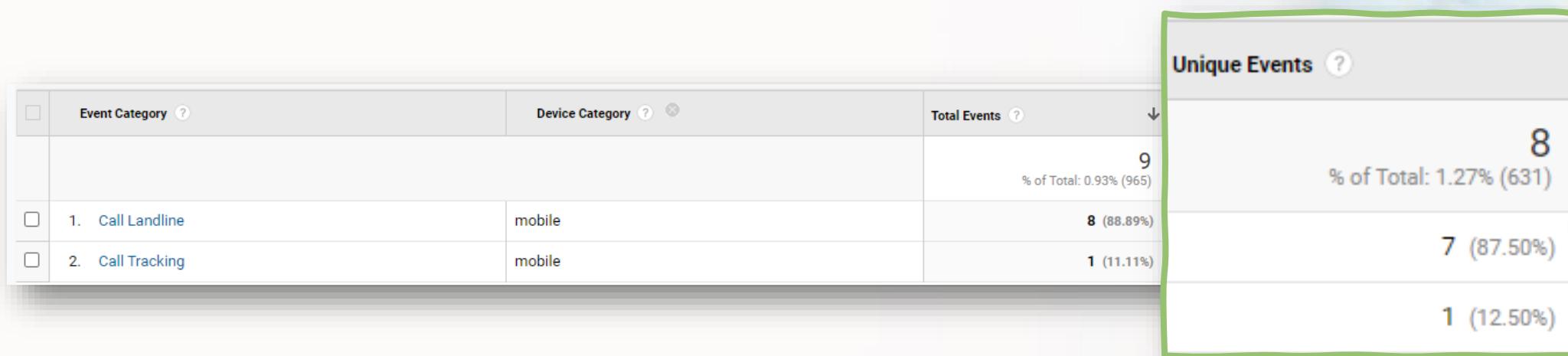
Service interested: Spinal Therapy

Message: Dear team, can i have an appointment with Nora Strater , concerning my scoliosis.

--  
[noralign.com](http://noralign.com)

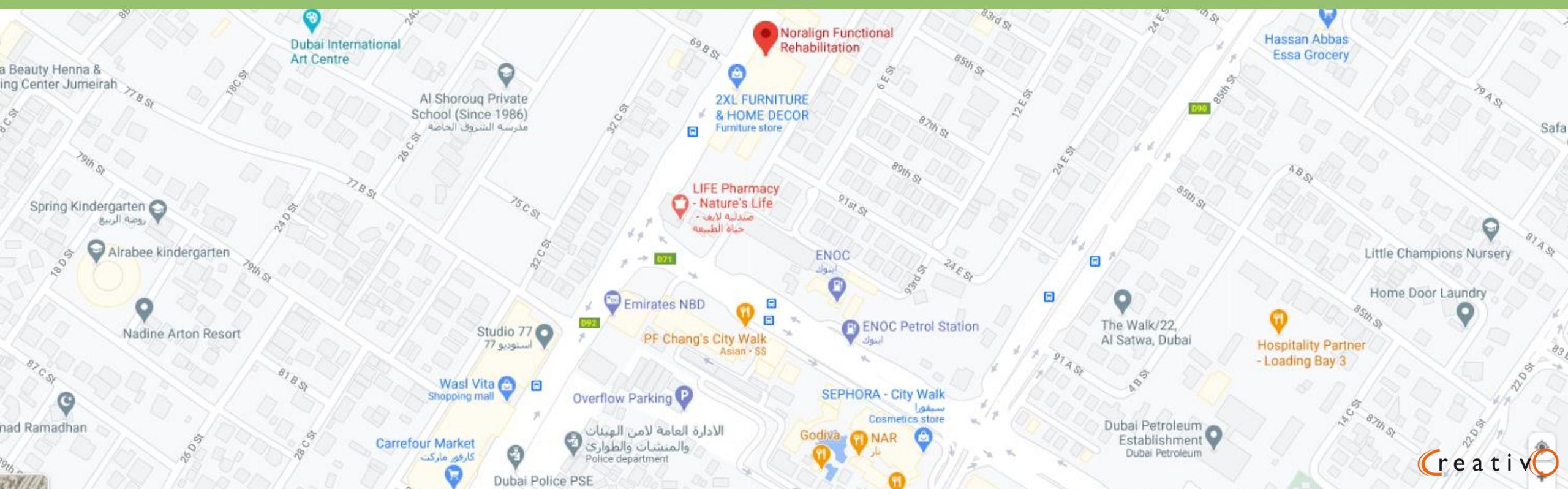
# Click-to-Call (8 – unique calls)

## November



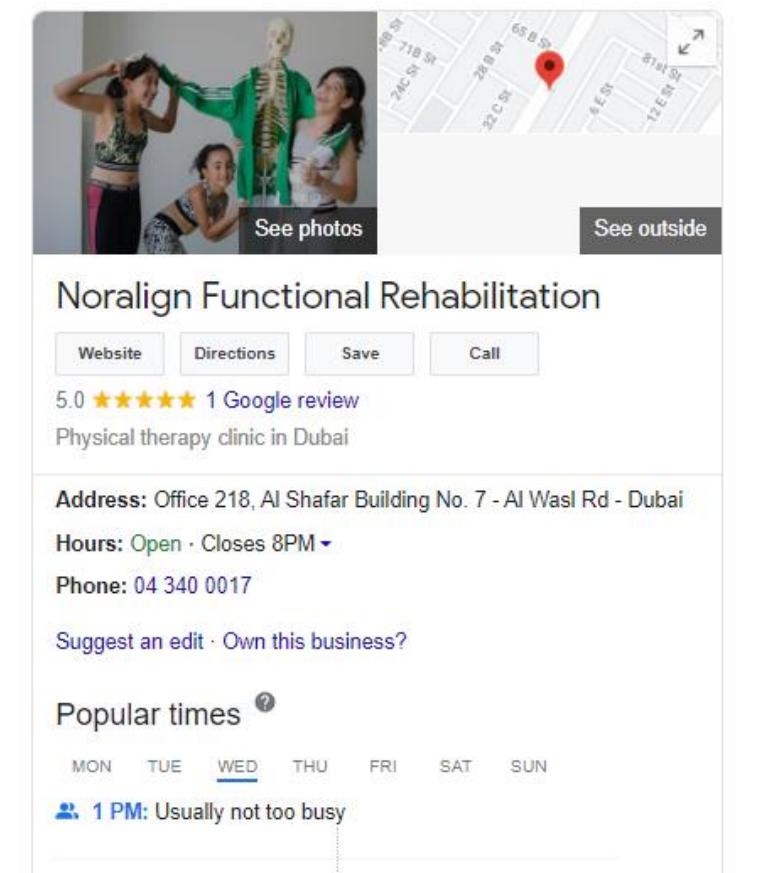


# Google Business Listings



# Google Business Listing

Do you have this account?  
If not, we will claim it to be  
able to manage the listing.



A screenshot of a Google Business Listing page for "Noralign Functional Rehabilitation". The page features a photo of two women in athletic gear and a skeleton model. A map shows the location at "Office 218, Al Shafar Building No. 7 - Al Wasl Rd - Dubai". The listing includes a 5.0 rating from 1 review, operating hours from Open to 8PM, and a phone number 04 340 0017. It also shows popular times with a note that 1 PM is usually not too busy. Buttons for "See photos", "See outside", "Website", "Directions", "Save", and "Call" are visible.

Noralign Functional Rehabilitation

Website Directions Save Call

5.0 ★★★★☆ 1 Google review

Physical therapy clinic in Dubai

Address: Office 218, Al Shafar Building No. 7 - Al Wasl Rd - Dubai

Hours: Open · Closes 8PM

Phone: 04 340 0017

Suggest an edit · Own this business?

Popular times

MON TUE WED THU FRI SAT SUN

1 PM: Usually not too busy

This listing has already been claimed

This listing has already been verified by [sp...@gmail.com](mailto:sp...@gmail.com). If you own this email address, follow the [Account Recovery help guide](#).

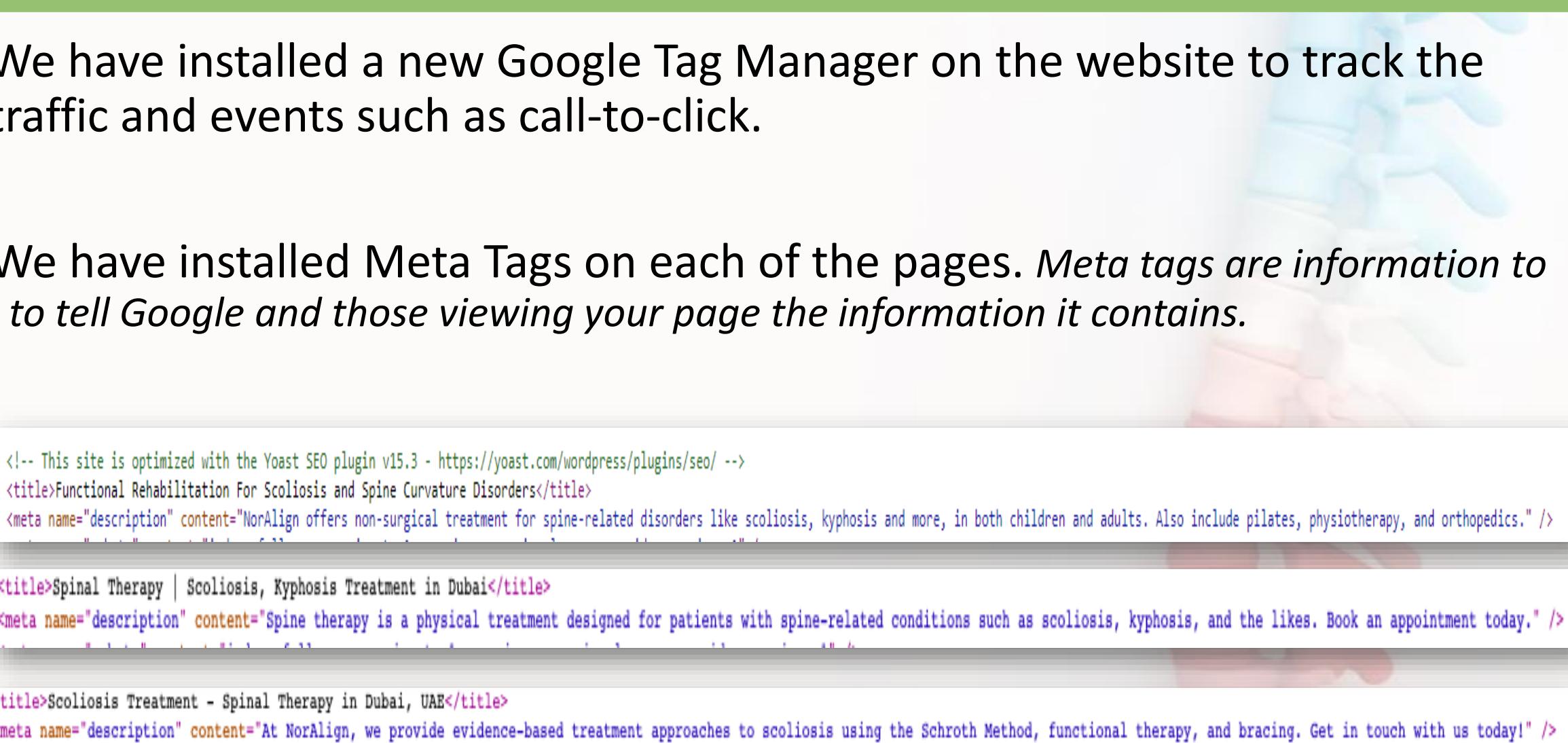
If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

# What we have done...

1. We have installed a new Google Tag Manager on the website to track the traffic and events such as call-to-click.
2. We have installed Meta Tags on each of the pages. *Meta tags are information to use to tell Google and those viewing your page the information it contains.*



```
<!-- This site is optimized with the Yoast SEO plugin v15.3 - https://yoast.com/wordpress/plugins/seo/ -->
<title>Functional Rehabilitation For Scoliosis and Spine Curvature Disorders</title>
<meta name="description" content="NorAlign offers non-surgical treatment for spine-related disorders like scoliosis, kyphosis and more, in both children and adults. Also include pilates, physiotherapy, and orthopedics." />

<title>Spinal Therapy | Scoliosis, Kyphosis Treatment in Dubai</title>
<meta name="description" content="Spine therapy is a physical treatment designed for patients with spine-related conditions such as scoliosis, kyphosis, and the likes. Book an appointment today." />

<title>Scoliosis Treatment - Spinal Therapy in Dubai, UAE</title>
<meta name="description" content="At NorAlign, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, functional therapy, and bracing. Get in touch with us today!" />
```

# What we have done...

3. We have generated sitemap.xml. Sitemap.xml is a simple directory that holds information with the details of each of web pages.

## XML Sitemap

Generated by [YoastSEO](#), this is an XML Sitemap, meant for consumption by search engines. You can find more information about XML sitemaps on [sitemaps.org](#).

This XML Sitemap Index file contains 7 sitemaps.

Sitemap	Last Modified
<a href="https://noralign.com/post-sitemap.xml">https://noralign.com/post-sitemap.xml</a>	2018-12-26 08:54 +00:00
<a href="https://noralign.com/page-sitemap.xml">https://noralign.com/page-sitemap.xml</a>	2020-11-22 07:07 +00:00
<a href="https://noralign.com/team-sitemap.xml">https://noralign.com/team-sitemap.xml</a>	2020-02-02 05:19 +00:00
<a href="https://noralign.com/service-sitemap.xml">https://noralign.com/service-sitemap.xml</a>	2020-11-29 04:57 +00:00
<a href="https://noralign.com/news-item-sitemap.xml">https://noralign.com/news-item-sitemap.xml</a>	2020-12-06 11:06 +00:00
<a href="https://noralign.com/category-sitemap.xml">https://noralign.com/category-sitemap.xml</a>	2020-12-06 11:06 +00:00
<a href="https://noralign.com/author-sitemap.xml">https://noralign.com/author-sitemap.xml</a>	2020-11-22 06:56 +00:00

4. We have started embedding alt tags on the images.

NORALIGN  
FUNCTIONAL REHABILITATION

HOME ABOUT US SERVICES NEWS GALLERY CONTACT

## What is Spinal Therapy?

Orthopedic spine therapy or spinal therapy is a physical therapy treatment designed for patients with spine-related conditions or disorders, such as scoliosis, kyphosis, herniated discs, degenerative stenosis, facet syndrome, sciatica, and some other conditions relating to the structural change to the spine, disc, or tissue.

Back or neck pain is a common result of these disorders. A muscle spasm itself usually causes pain. However, pain varies from one person to another; it can be due to disc herniation, degeneration of the actual tissue, or bad posture.

How are spine-related conditions diagnosed?

```
its Console Sources Network Performance Memory Application Security Lighthouse
v class="carousel-inner">
jiv class="item">

```

# What we have done...

5. Connect the Google analytics to the search console to track the internal performance of the website.
6. Take the sub-header on all the inner pages.

The image displays three screenshots of the NorAlign website, illustrating the implementation of a sub-header across different pages. A large green arrow points from the top screenshot down to the middle one, indicating the flow or relationship between the pages.

**Screenshot 1: Home Page**  
The top screenshot shows the homepage with a prominent sub-header "About Us" above the main content area. The main content features a quote: "Look well to the spine for the course of disease. - Hippocrates".

**Screenshot 2: About Us Page**  
The middle screenshot shows the "About Us" page. It has a sub-header "Who are we?" above the main content area. The main content features the same quote: "Look well to the spine for the course of disease. - Hippocrates".

**Screenshot 3: Internal Page**  
The bottom screenshot shows an internal page with a sub-header "Who are we?". The main content features the quote: "Look well to the spine for the course of disease. - Hippocrates".

**Common Elements:**  
All three pages share a common header with the NorAlign logo, phone number (+971 4 340 0017), email (hello@noralign.com), and social media links (Facebook, Instagram). The footer on all three pages includes the text: "© 2020 NorAlign - Functional Rehabilitation Centre. All Rights Reserved.", "Privacy Policy", and "Crafted by The Design Hat".

# Updated Pages

## Spinal Therapy

The screenshot shows the 'What is Spinal Therapy?' page. At the top, there's a green header bar with the NorAlign logo, contact information (+971 4 340 0017, hello@noralign.com), and social media links. Below the header, the main title 'What is Spinal Therapy?' is displayed. A brief introduction follows, mentioning orthopedic spine therapy for conditions like scoliosis, kyphosis, and herniated discs. A large green arrow points from this section to the corresponding part on the right.

**What is Spinal Therapy?**

Orthopedic spine therapy is a physical therapy treatment designed for patients with spine-related conditions such as scoliosis, kyphosis, herniated discs, facet syndrome and sciatica.

This non-surgical treatment combines spinal/pelvic rotations and breathing techniques to improve muscular alignment, balance, strength, flexibility and postural aesthetics. Orthopedic spine therapy is an effective treatment for patients who have had, or need to undergo spinal surgery.

**Services**

**Scoliosis**

At NorAlign, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, functional therapy and bracing.

[LEARN MORE](#)

**Kyphosis**

Also referred to as a "hunched back", Kyphosis is an abnormal curvature of the spine which causes the top of the back to appear more rounded than normal.

[LEARN MORE](#)

**Backpain**

For patients suffering from back pain, we recommend a comprehensive back rehabilitation program that consists of stretching, strengthening exercises and functional rehabilitation techniques.

[LEARN MORE](#)

© 2020 NorAlign - Functional Rehabilitation Centre. All Rights Reserved.

Privacy Policy | Crafted by The Design Hat

The screenshot shows the 'What is Spinal Therapy?' page after updates. The main content remains the same, but the 'Services' section has been removed and replaced by a 'Treatment for:' section with three circular images and descriptions for Scoliosis, Kyphosis, and Backpain. A red box highlights the text 'To add more pictures' in the original 'Services' section, indicating where new content was added.

**What is Spinal Therapy?**

Orthopedic spine therapy or spinal therapy is a physical therapy treatment designed for patients with spine-related conditions or disorders, such as scoliosis, kyphosis, herniated discs, degenerative stenosis, facet syndrome, sciatica, and some other conditions relating to the structural change to the spine, disc, or tissue.

Back or neck pain is a common result of these disorders. A muscle spasm itself usually causes pain. However, pain varies from one person to another; it can be due to disc herniation, degeneration of the actual tissue, or bad posture.

**How are spine-related conditions diagnosed?**

Back pain or discomfort can have a wide range of causes. At NorAlign, we look for the origin of the problem and focus on the symptoms; to try to find out why you have the pain and find long-term solutions.

Back pain can be caused by so many different tissues, including a bulging disc or herniation, nerve compression, shooting pain, muscle spasm. In these cases, the patient can show different symptoms such as neurological signs and experience pain or show a loss in function. If the nerve is compromised, the pain from the lower back can shoot down your legs.

Whereby for spinal deformities/ curvatures such as scoliosis, kyphosis; the condition is diagnosed through posture.

At NorAlign, we start with an initial assessment to look into your medical history, symptoms, mobility, posture, and movement. We do initial testing to determine where the pain is coming from and to be able to give you a diagnose. Furthermore, we will discuss how the treatment plan will be and what you need to do to solve your problem in the long term.

**Non-surgical treatment for spine-related conditions**

The non-surgical treatment we offer here at NorAlign combines spinal/pelvic movements and breathing techniques to improve muscular alignment, balance, strength, flexibility, and postural aesthetics. Depending on the patient's condition, we incorporate several methods in the treatment program, including the Schroth Method. You have to know the anatomy of a human. You learn to study physiotherapy and apply isometric muscle contraction to correct the curve via the concerned muscle and proper breathing. We are also using classical Pilates, which should not be confused with a contemporary, modern gym Pilates.

If you are in pain, we address this first. We focus on pain management through physiotherapy techniques, including manual therapy, soft tissue therapy, mobilizations, dry needling, taping. Once the pain is reduced, the focus will be on activating your muscles, joints, and spine.

**Benefits**

- The person coming to us will know that he or she can be helped
- A personalized program will assure improvement
- Emphasis on teamwork between the person and us will assure successful treatment
- We ensure the best possible outcome for each session

**What to expect?**

- Complete assessment and creating a clear picture of the person takes time; each person is unique
- Initially performs pain management, should acute pain be present
- Functional testing and substantial overall clinical testing/assessment incl. medical history
- Designs treatment program necessary and personalized to each person

**I would like to know more**

Your Name\* Your Email\* Your Phone

Your Message  I'm not a robot

**Treatment for:**

**Scoliosis**

At NorAlign, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, functional therapy and bracing.

[LEARN MORE](#)

**Kyphosis**

Also referred to as a "hunched back", Kyphosis is an abnormal curvature of the spine which causes the top of the back to appear more rounded than normal.

[LEARN MORE](#)

**Backpain**

For patients suffering from back pain, we recommend a comprehensive back rehabilitation program that consists of stretching, strengthening exercises and functional rehabilitation techniques.

[LEARN MORE](#)

© 2020 NorAlign - Functional Rehabilitation Centre. All Rights Reserved.

Privacy Policy | Crafted by The Design Hat

# Updated Pages

## Scoliosis

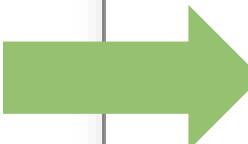
The screenshot shows the 'Scoliosis and Spine Curvature Disorders' page. At the top, there's a green header bar with the NorAlign logo, phone number (+971 4 340 0017), email (hello@noralign.com), and social media links. Below the header, the main content area has a title 'Scoliosis and Spine Curvature Disorders'. It includes a paragraph about evidence-based treatment approaches using the Schroth Method, functional therapy, and bracing. There are sections for 'Our integrated approach' and 'Non-surgical, non-invasive treatment'. A large image shows a therapist working with a patient on a yellow exercise ball. A green arrow points from this page to the updated version.

The screenshot shows the 'Scoliosis Treatment' page. At the top, there's a green header bar with the NorAlign logo, phone number (+971 4 340 0017), email (hello@noralign.com), and social media links. Below the header, the main content area has a title 'Scoliosis Treatment'. It includes a section titled 'What is Scoliosis' with a detailed description. Another section titled 'How is Scoliosis treated?' provides information on treatment plans. A large image shows a group of people in a gym setting, possibly patients or staff. A green arrow points from the previous page to this one. At the bottom, there's a contact form with fields for 'Your Name\*', 'Your Phone\*', and a reCAPTCHA checkbox. A 'SEND' button is also present.

# Updated Pages

## Kyphosis

The screenshot shows the NorAlign website. At the top, there's a green header bar with the NorAlign logo, contact information (+971 4 340 0017, hello@noralign.com), and social media links (Facebook, Instagram). Below the header, the main navigation menu includes HOME, ABOUT US, SERVICES, NEWS, GALLERY, and CONTACT. The main content area has a light green background. On the left, a section titled "Kyphosis" contains a brief description and a photo of two people exercising on Pilates reformers. On the right, a larger section titled "Therapist" features a profile for "NORA STRÄTER, PHYSIOTHERAPIST, MSc" with a photo, a "BOOK APPOINTMENT" button, and a "BOOK APPOINTMENT" link at the bottom. At the very bottom of the page, there's a footer with copyright information and links to Privacy Policy and The Design Hat.



The screenshot shows the NorAlign website. At the top, there's a white header bar with the NorAlign logo, contact information (+971 4 340 0017, hello@noralign.com), and social media links (Facebook, Instagram). Below the header, the main navigation menu includes HOME, ABOUT US, SERVICES, NEWS, GALLERY, and CONTACT. The main content area has a white background. On the left, a section titled "Kyphosis Treatment" contains a "What is Kyphosis?" section with a description and a photo of people exercising on Pilates equipment. It also contains a "How is kyphosis treated?" section with a description and a photo of people exercising. On the right, a section titled "What to expect?" contains a list of treatment steps. At the bottom, there's a contact form with fields for "Your Name\*", "Your Phone\*", a reCAPTCHA checkbox, and a "SEND" button.

**NORALIGN**  
FUNCTIONAL REHABILITATION

HOME ABOUT US SERVICES NEWS GALLERY CONTACT

## Kyphosis Treatment

### What is Kyphosis?

Similar to Scoliosis, Kyphosis can be functional, postural, or structural. Structural means that the bone structure is effected; your back is rounded, and it cannot be stretched anymore. If it is functional, it is simply a bad posture.

Kyphosis is a spinal disorder in which an excessive outward curve of the spine results in an abnormal rounding of the upper back - hence, is sometimes called 'round back' or, in the case of a severe curve - as 'hunchback.' Kyphosis can be painful. Still, it does not need to be painful. It can impact the neck, which can cause muscle problems or/and headaches. One can develop shoulder problems or tighten in the chest, which can lead to breathing issues.

### How is kyphosis treated?

Kyphosis treatment depends on the complexity and severity and the person's age and stage of physical development.

As an adult with structural Kyphosis, there is no treatment to rectify the spine. However, pain management, postural correction, and stretches of rotational aspects can improve overall well-being. On the other hand, children with this condition do not need aggressive treatment. Their treatment may include observation and monitoring, physical therapy, and possibly bracing.

The goals of kyphosis treatment are:

- to stop the progression of kyphosis in children who are still growing
- to prevent further deformity
- to correct spinal deformity in adolescents and young adults who have reached their full height

NorAlign is proud to assist Kyphosis patients from a young age into adulthood and see them develop into responsible, fully functional, and confident human beings.

### What to expect?

- The thorough first session to assess the patient
- Develop an individual treatment plan
- Define ownership and take charge
- Team-based approach

Request callback I would like to know more

Your Name\* Your Phone\*

I'm not a robot reCAPTCHA

SEND

### Therapist

**NORA STRÄTER**  
PHYSIOTHERAPIST, MSc

Why chose NorAlign for Kyphosis Treatment?

- First in the Middle East and UAE to treat Kyphosis
- Over 10 years of practical experience, treating hundreds of kyphosis patients.
- Received special training as a physiotherapist specialized in orthopedics, education in the actual Katarina Schroth Clinic, and completed masters in Kinesiology in Klinikum Pilates for traditional Pilates education.

© 2020 Noralign - Functional Rehabilitation Centre. All Rights Reserved.

Privacy Policy Crafted by The Design Hat

# Updated Pages

## Backpain

This screenshot shows the previous version of the 'Backpain' page. At the top, there's a green header bar with the NorAlign logo and contact information: +971 4 340 0007 and hello@noralign.com. Below the header, the main title 'Backpain' is displayed. To the right of the title is a photograph of a person from behind, wearing a light blue tank top and grey pants, with their hands on their hips. Below the image is a descriptive text block about back pain treatment. Further down, there's a section titled 'Therapist' featuring two profiles: 'NORA STRÄTER PHYSIOTHERAPIST, MSC' and 'NEELTJE VERCROYSEN PHYSIOTHERAPIST, MSC'. Each profile includes a small circular photo and a 'BOOK APPOINTMENT' button. At the bottom of the page, there's a copyright notice for 2020 and links to Privacy Policy and Crafted by The Design Hat.



This screenshot shows the updated 'Backpain Treatment' page. At the top, the NorAlign logo is followed by a navigation menu with links: HOME, ABOUT US, SERVICES, NEWS, GALLERY, and CONTACT. Below the menu, the main title 'Backpain Treatment' is centered. Underneath the title, there are several sections of content: 'What causes back pain?' with a detailed paragraph, 'How is back pain treated here at NorAlign?' with another detailed paragraph, 'What to expect?' with a bulleted list, and a contact form with fields for 'Your Name\*', 'Your Phone\*', and a reCAPTCHA checkbox. A large red bracket on the right side of the page encloses the 'What to expect?' section and the contact form area. At the bottom, there's a section titled 'Therapist' with profiles for 'NORA STRÄTER PHYSIOTHERAPIST, MSC' and 'NEELTJE VERCROYSEN PHYSIOTHERAPIST, MSC', and a section titled 'Why chose NorAlign for Backpain Treatment?' with a bulleted list. A red callout box at the bottom right contains the text 'To add more bullet points.'.

© 2020 Noralign - Functional Rehabilitation Centre. All Rights Reserved. [Privacy Policy](#) [Crafted by The Design Hat](#)

+971 4 340 0007 [hello@noralign.com](mailto:hello@noralign.com) [Facebook](#) [Instagram](#)

NORALIGN  
FUNCTIONAL REHABILITATION

HOME ABOUT US SERVICES NEWS GALLERY CONTACT

## Backpain Treatment

### What causes back pain?

Acute back pain can be due to injury, but usually, it is caused by bad posture, poor posture, weak core muscle, weak hip muscle, lack of movement, lack of flexibility, or lack of function. We are more and more stationary and sitting without moving and proper exercise.

This causes the hamstring and/or hip muscles to shorten and our core to get weaker. This can all lead to compressions, which destroys tissue, which can cause pain and why we avoid certain movements or exercises. It is a vicious circle which leads to degeneration, affecting any joint, hips, shoulders, and spine.

### How is back pain treated here at NorAlign?

When a patient comes to us with back pain, we are analyzing the problem. Not everybody has the same weaknesses, and the cause is different for every person. Day to day life, the person's activities, and what they are doing. Is it functional? Are they too flexible? Or is the person the exact opposite and too stiff? All these points have to be assessed before planning a treatment solution.

Should one symptom be pain, we are treating the pain first. However, the patient must understand that this initial treatment is designed to alleviate or remove the pain. Once this is achieved, we have to look at the cause of the problem to prevent it from resurfacing in the future.

### What to expect?

- A thorough assessment of the pain and patient.
- Show a pathway to long term recovery.
- Active functional approach
- The person will be pain-free and confident.
- Define ownership and take charge

Request callback I would like to know more

Your Name\*

Your Phone\*

I'm not a robot

reCAPTCHA Privacy - Terms

SEND

### Therapist

NORA STRÄTER PHYSIOTHERAPIST, MSC

NEELTJE VERCROYSEN PHYSIOTHERAPIST, MSC

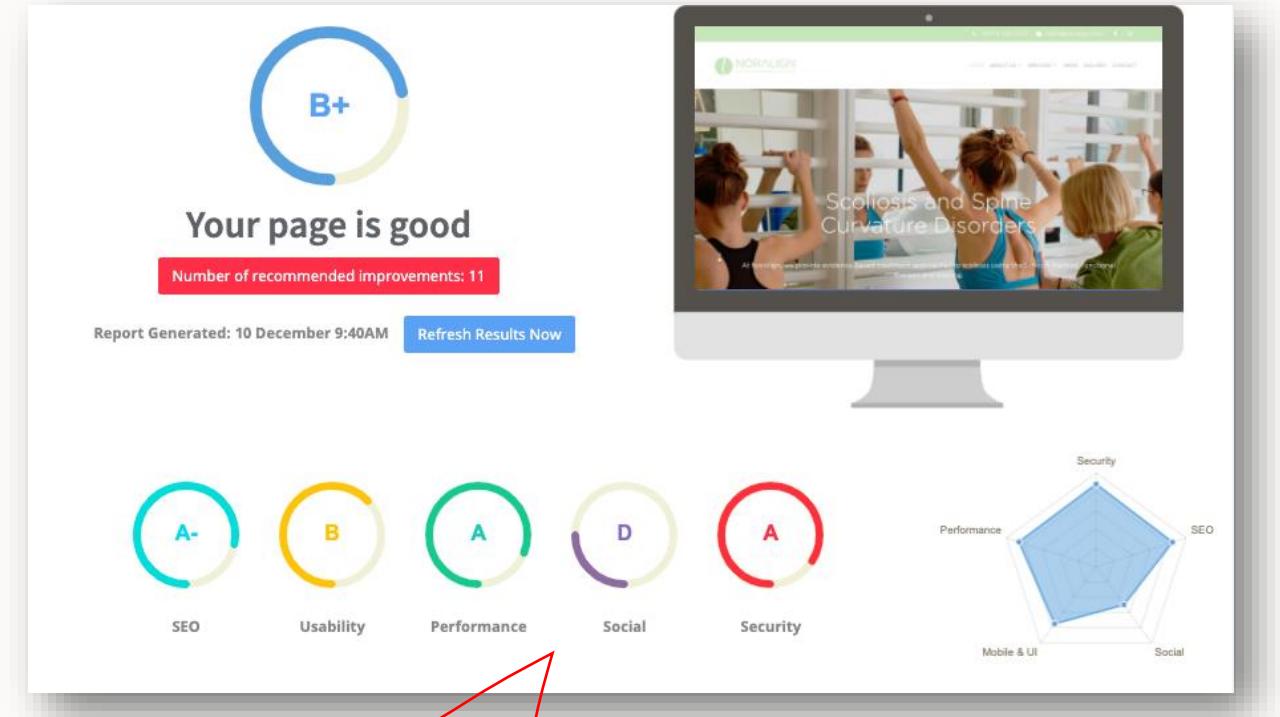
### Why chose NorAlign for Backpain Treatment?

- Most work symptomatic, we don't!
- Analyzing why the structural problem or symptom occurred and worked on it accordingly
- Experienced physiotherapists with ample experience treating patients in the UAE
- Received special training as a physiotherapist specialized in orthopedics, education in the actual Katarina Schroth Clinic in Germany, and completed masters in Kinesiology/Pilates for traditional Pilates education in UAE and USA.

To add more bullet points.

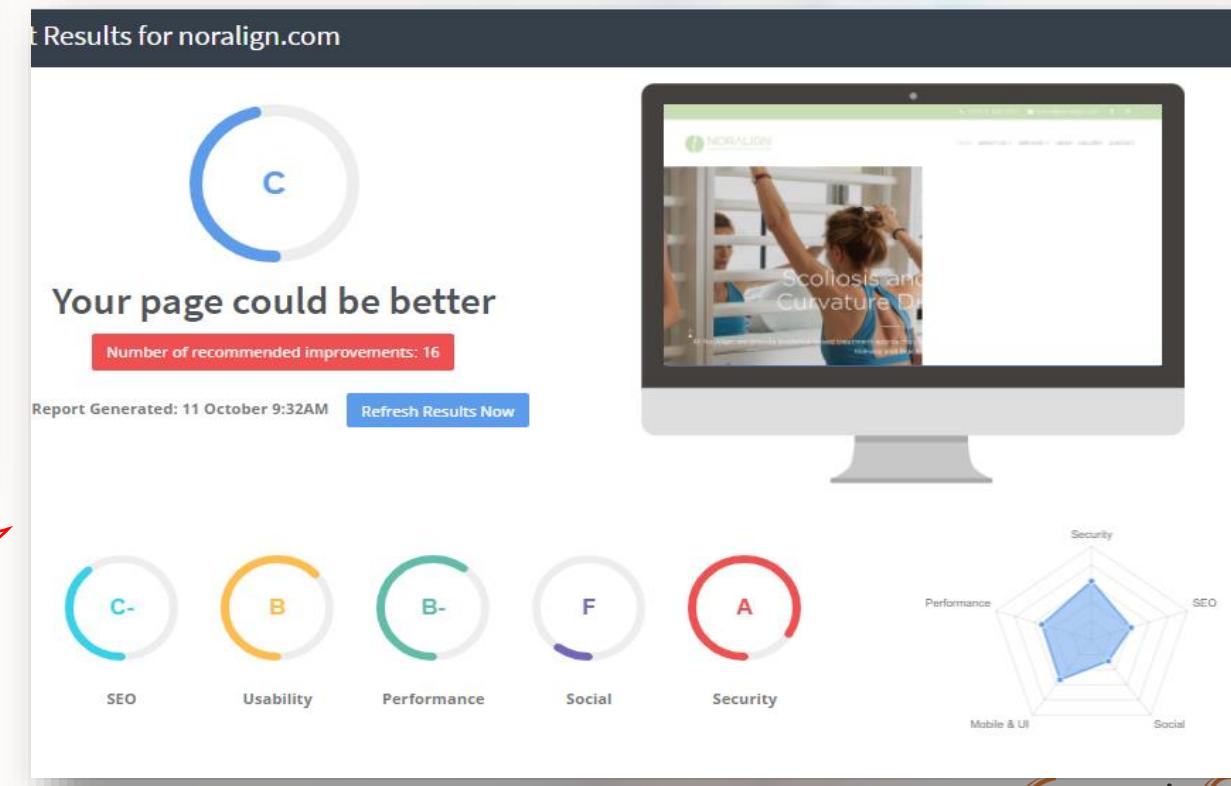
© 2020 Noralign - Functional Rehabilitation Centre. All Rights Reserved. [Privacy Policy](#) [Crafted by The Design Hat](#)

# Website Performance (Audit)



Current website status

Before we started



# Suggestion Blog Page & Post

The screenshot shows the Noralign blog page. At the top, there's a navigation bar with links to Home, About Us, Services, News, Gallery, and Contact. Below the navigation is a header with the Noralign logo and contact information: +971 4 340 0017 and hello@noralign.com. The main content area is titled "Blog". It features a grid of six blog post cards, each with a thumbnail image, the date (November 29, 2020), the title ("Lorem ipsum dolor sit amet"), a brief description ("At NorAlign, we provide evidence-based treatment approaches to scoliosis using the Schroth Method, functional therapy and bracing."), and a "read more" link. To the right of the grid is a sidebar titled "Archive" containing links to various articles like "8 Tips to Maximize Your Telerehab Experience" and "The 4Ds of Pressure Therapy". Below the sidebar is a "Quick Inquiry" form with fields for Name\*, Email\*, Phone, and Message, along with a CAPTCHA field and a "SEND" button.

The screenshot shows a single blog post page. At the top, there's a navigation bar with links to Home, About Us, Services, News, Gallery, and Contact. Below the navigation is a header with the Noralign logo and contact information: +971 4 340 0017 and hello@noralign.com. The main content area has a large image of two people performing exercises on fitness balls. The title of the post is "Lorem ipsum dolor sit amet" and the date is November 29, 2020. The post content is a long block of placeholder text. To the right of the post is an "Archive" sidebar with links to various articles. At the bottom of the page is a "Quick Inquiry" form, which is identical to the one on the blog page but lacks the sidebar context.

To change the blog page layout, including the posting page, to increase visitor's engagement.

# Next Steps

- Continue embedding alt tags for the images.
  - Continue with the article creation, posting and submission.
  - Continue with off-page optimization (link building).
  - Continue improving keyword rankings
  - Start optimizing the Google Business Listing once we can claim and manage it.
- ... much more
- Next meeting will be this January!

**Note** core Google updates 3<sup>rd</sup> & 11<sup>th</sup> of December. This will impact Health Industry website incl. Noralign.

DANKE!

THANK YOU!

MERCI!

GRAZIE!

GRACIAS!

DANK JE WEL!

