

CASE STUDY · WEB · 2026

A new website for an established clinic

A wellness clinic in the Greater Toronto Area

An established clinic website rebuilt with its articles, service information, contact options, and mapped links.

The need	The old website mixed clinic content with theme-demo pages. Its contact page and main booking button needed correction.
The work	A website rebuild with content migration, mapped redirects, search structure, and working contact and booking paths.
The result	The site launched in July 2026. Visitors can reach clinic information and booking from the new site. The work continued through an ongoing care plan.

Sector	Engagement
Health & wellness services	Website rebuild — design, build & migration
Scope	Started
Website rebuild, content migration, mapped redirects	Summer 2026
Status	Built with
Live — launched July 2026	Astro · Vercel

About the evidence

Published website and documented migration. Traffic and ranking improvements are not claimed.

THE NEED

Separate the clinic from the demo content

The clinic had service pages and years of articles. Its WordPress website also contained theme-demo content that did not belong to the business.

Correct the contact page. The page displayed a demo address and telephone number instead of the clinic's details.

Repair the booking link. The main Book Appointment button pointed to an empty page anchor. It did not open a booking service.

Review the existing pages. About 35 theme-demo pages were available for search engines to index. A clinic program also had different prices on different pages.

The useful clinic content needed a clear, maintained home.

THE BUILD

Plan the move before rebuilding

The initial rebuild covered content, links, contact details, booking, and search structure.

- **Review and move the content.**
Clinic pages and articles moved to the new site, with text and images checked during the migration. Content that needed the clinic's judgement was flagged for review.
- **Map the old links.**
The initial rebuild included 37 redirects. The record mapped legacy pages, sitemaps, and a broken URL to suitable destinations.
- **Restore contact and booking paths.**
The site uses the clinic's contact details. The main booking button leads to a booking path.
- **Add search structure.**
Articles include structured data and breadcrumbs. The site includes local business information and a consolidated sitemap.

Built with Astro · Vercel

A rebuild includes the links people already use.

A working website, with continued care

The site launched in July 2026. The clinic has continued with content updates and further website work.

What the initial rebuild changed

- The clinic's contact details replaced the demo contact page. The main booking button gained a working destination.
- Clinic articles, service pages, and images moved to the new website. Redirects connect the mapped old links to their destinations.
- The static website removed the old theme and page-builder setup. The project includes performance and accessibility checks.

After launch

The engagement continued under a care plan, with content updates, campaign support, and new practitioner pages.

DESIGN DECISIONS

Treat content and links as part of the build

The rebuild needed to improve the site while carrying forward useful material.

Replace the old page-builder setup

A static website gave the project a defined set of pages and content. It removed the theme-demo structure from the new site.

Record where old links should lead

Visitors can arrive through bookmarks, search results, or links on other websites. The redirect record gave the team a way to check these routes.

Ask the clinic to review its content

The migration retained clinic-authored text. Items that needed the clinic's judgement were marked for review.

Continued support

The care plan supports content updates and further website work. New services require a defined scope.

Plan the content, links, and visitor tasks before a rebuild.

[Discuss a project with NDC Inc.](#)

[Read this case study on the website](#) · [Open the standalone HTML companion](#)