

● CASE STUDY

# From page 3 to Page 1 *with zero ad spend*

CLIENT

Orthopedic Surgery Practice  
4 locations, 7 years old

ENGAGEMENT

Rebrand, Full Website Rebuild,  
Local SEO, SEO

MEASUREMENT WINDOW

Google Search Console  
Year over year

RESULTS — ORGANIC SEARCH, YEAR OVER YEAR

34 → 8.5

Average Google  
Position

PAGE 3 TO PAGE 1

+98%

Organic Clicks  
2.45K - 4.86K

NEARLY DOUBLED

+51%

Search Impressions  
209K - 315K

MORE VISIBILITY

+25%

Click-Through Rate  
1.2% - 1.5%

BETTER MATCHES

## THE SITUATION

When this practice came to us, they had a website that had been built, managed, and hosted and managed by an overseas vendor for several years. They were spending a significant amount every month on SEO and paid Google ads through the same vendor. Lack of knowledge of the United States Healthcare system, along with website language, and deprioritizing local SEO was proving an issue in growing their 4 clinic locations.

## WHAT WE DID

- Took over the search work and dropped the paid ads entirely. Everything that followed is organic
- Built local SEO across verified locations — the work that drove the first big jump within a couple of months
- Rebranded and rebuilt the website on a platform the practice fully owns with searchable language U.S. patients use
- Structured the site — by condition, by procedure, and by location

**\$0 ad spend**

Every gain above came from organic search — not paid placement.

## ● BEFORE & AFTER

POSITION	34 → 8.5
CLICKS	2.45K → 4.86K
IMPRESSIONS	209K → 315K
CTR	1.2% → 1.5%

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