

From Page 2 of Google to Page 1 in Three Weeks

How a digital physical therapy platform turned organic search into a pipeline channel — 115 optimizations, 21 days.

50%

AVG. RANKING IMPROVEMENT —
15.7 → 7.8

115

OPTIMIZATIONS SHIPPED IN 3
WEEKS

#1

RANKING ON AN AI-PHRASED
BUYER QUERY

THE CLIENT

A B2B SaaS platform automating patient intake and insurance eligibility verification for physical therapy providers. Strong product, but organic search contributed under one visit per day — buyers searching for exactly what the product does couldn't find it.

THE CHALLENGE

- Invisible for commercial, non-branded searches — zero page-one rankings on buyer queries
- Average keyword position of 15.7: page 2 of Google, where clicks rarely happen
- No presence in AI search answers, where a growing share of software research now starts

WHAT VISTO DID

In three weeks, Visto's AI agents shipped 115 optimization items across two waves — on-page optimization, content targeting commercial buyer queries, and pages structured to be cited by AI engines. Product and case-study pages were prioritized so new traffic lands where buying decisions happen.

RESULTS

- **Rankings:** average position 15.7 → 7.8 — page 2 to page 1
- **Traffic:** organic sessions grew ~12×, landing on product and case-study pages
- **AI search:** #1 earned on an AI-phrased buyer question — the query shape AI assistants cite
- **New keywords:** first-ever page-one appearances on commercial intake and eligibility queries

AI SEARCH: THE GEO RESULT

#1 ranking earned on an AI-phrased buyer query — “how do digital PT providers verify insurance eligibility automatically?” — the full-question format AI assistants retrieve and cite when answering buyers. First-ever page-one appearances landed on four more commercial queries in the same window.

THE SEO PICTURE — FIRST-PARTY SEARCH CONSOLE & GA4 DATA

Average Google position (impression-weighted) — 15.7 → 7.8, page 2 to page 1

Trial window Jul 8–29, 2026 · Source: Google Search Console (midpoint interpolated)



Organic sessions grew ~12× — from 0.65 to 7.7 per day (GA4), landing on the core product page and case-study cluster.

New & improved page-one keywords (Google Search Console)

QUERY	POSITION	STATUS
“patient intake automation pt clinic”	5.4	New — first appearance
“eligibility automations physical therapy”	5.8	New — first appearance
“patient intake software for physical therapy clinics”	6.0	New — first appearance
“is [brand] hipaa compliant”	7.2	Up from 8.7

HOW IT WORKS

1

Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

Optimize

Visto’s AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

Compound

Every cycle re-measures and builds on the last. Managed by the client’s marketing agency on the Visto platform.

SEO metrics from the client’s Google Search Console and GA4, trial window Jul 8–29, 2026 vs. May 1–Jul 7 baseline. Position figures impression-weighted. Client anonymized.