

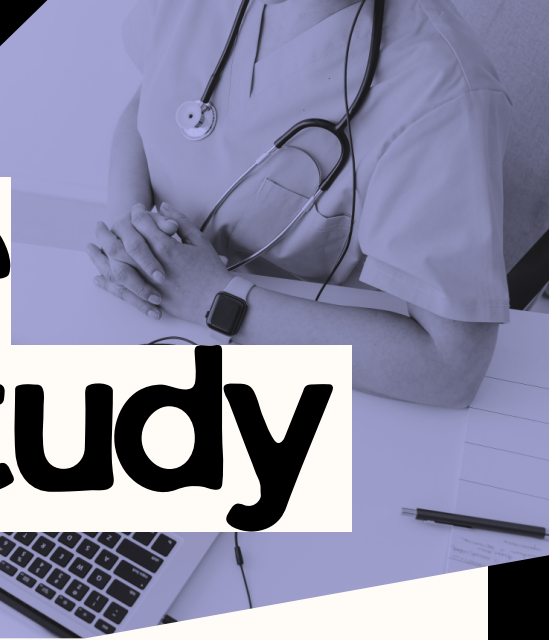


How A
Functional
Medicine
Practice
Increased
Patients by
160%



case study

COMPANY



overview

practice location
Tampa

of locations
2

practice type
Functional Medicine

project duration
Aug 2025 – Present

background

Doctor was looking to improve both visibility and patient acquisition in an increasingly competitive healthcare market. The practice struggled to gain traction organically despite offering highly specialized functional and holistic medicine services.

The clinic was averaging approximately 20 new patients per month during strong months and had very limited visibility for high-intent local search terms related to functional and holistic medicine in Tampa.

challenges

The practice had low visibility for vital keywords. Google Maps visibility was minimal, and existing traffic was not converting effectively into new patients in an increasingly competitive Tampa market.

objectives

Increase qualified patient acquisition, improve local search and Google Maps visibility, strengthen conversion rates, and build long-term organic growth for both clinic locations.

approach

Implemented a full-funnel healthcare marketing strategy focused on local SEO, Google Maps optimization, Google Ads, and conversion-focused lead nurturing to improve visibility, patient acquisition, and close rates.

result

Increased new patients from 20 to 53 per month, achieved page 1 rankings for important search terms, improved Google Maps rankings onto top of Google's map pack, and generated an 8.8x ROAS.