



CASE STUDIES



Functional **Medicine**
GROWTH PARTNERS

FUNCTIONAL MEDICINE | CASE STUDY

Notable Improvement (SEO)

Here are the notable improvements in the metrics we measure from July 2022 - June 2023, vs. July 2021 - June 2022:

- 1.The total number of users from organic search increased by 84.18%
- 2.The total number of new users from organic search increased by 86.81%
- 3.The total number of sessions from organic search increased by 93.45%
- 4.Engaged sessions from organic search increased by 139.77%
- 5.Engaged sessions per user from organic search increased by 30.19%.
- 6.The engagement rate from organic search also increased by 19.14%
- 7.The event count from organic search increased by 48.1%
- 8.The total event count on the website increased by 68.21%
- 9.Total page views increased by 72.52%
- 10.The total number of leads generated by the website increased by 39.53%
- 11.68 of the 120 leads generated or 56.67%, came from organic search
- 12.The website clicks totaled to 3.04k clicks and website impressions totaled to 171,000 impressions in July 2022 - June 2023
- 13.Views in July 2022 - June 2023 from the Google Business profile listing totaled 4.43K, which includes:
 - 14.1.62k desktop search views
 - 15.2.18k mobile search views
 - 16.121 desktop map views
 - 17.503 mobile map views.
- 18.Total business profile interactions from the Google Business Profile totaled 1.67K, which includes:
 - 19.762 website clicks
 - 20.644 direction requests
 - 21.260 calls

Data pulled from the Google Business Profile listing:

- 1.Business profile interactions increased by 20.5% in April - August 2023 vs. April - August 2022.
- 2.Calls increased by 41.8% in April - August 2023 vs. April - August 2022.

Google Analytics

Traffic Acquisition

Here is an image of the client's traffic acquisition metrics. As seen, users from organic search increased by 84.18% in July 2022 - June 2023 compared to users in July 2021 - June 2022 . Similarly, our sessions from organic search increased by 93.45%, engaged sessions increased by 139.77%, and engaged sessions per user increased by 30.19%.

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
SHOW ALL ROWS							
		11,403 vs. 4,816 ↑ 136.77%	13,741 vs. 5,592 ↑ 145.73%	6,241 vs. 2,255 ↑ 176.76%	0m 42s vs. 69.52 ↓ -39.13%	0.55 vs. 0.47 ↑ 16.89%	4.95 vs. 7.23 ↓ -31.54%
1	Organic Social						
	Jul 1, 2022 - Jun 30, 2023	5,048	5,518	1,542	0m 16s	0.31	3.87
	Jul 1, 2021 - Jun 30, 2022	261	234	101	0m 35s	0.39	6.85
	% change	1,834.1%	2,258.12%	1,426.73%	-52.27%	-21.06%	-43.56%
2	Organic Search						
	Jul 1, 2022 - Jun 30, 2023	4,411	5,645	3,527	1m 04s	0.80	5.80
	Jul 1, 2021 - Jun 30, 2022	2,395	2,918	1,471	1m 20s	0.61	7.65
	% change	84.18%	93.45%	139.77%	-20.19%	30.19%	-24.2%
3	Direct						
	Jul 1, 2022 - Jun 30, 2023	1,537	2,197	1,056	0m 51s	0.69	5.54
	Jul 1, 2021 - Jun 30, 2022	1,341	1,550	499	1m 00s	0.37	7.42
	% change	14.62%	41.74%	111.62%	-16.08%	84.64%	-25.38%

User Acquisition

New users from organic search also increased by 86.81% in July 2022 - June 2023 compared to new users in July 2021 - June 2022. The engagement rate from organic search also increased by 19.14%, and the event count increased by 48.1%.

First user default channel group +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
SHOW ALL ROWS		11,161 vs. 4,771 ↑ 133.93%	6,241 vs. 2,255 ↑ 176.76%	45.42% vs. 40.33% ↑ 12.63%	0.55 vs. 0.47 ↑ 16.89%	0m 50s vs. 80.72 ↓ -36.83%	68,054 vs. 40,457 ↑ 68.21%
1	Organic Social						
	Jul 1, 2022 - Jun 30, 2023	5,119	1,539	27.45%	0.30	0m 18s	21,682
	Jul 1, 2021 - Jun 30, 2022	262	101	42.44%	0.38	0m 19s	1,278
	% change	1,853.82%	1,423.76%	-35.31%	-21.76%	-6.82%	1,596.56%
2	Organic Search						
	Jul 1, 2022 - Jun 30, 2023	4,419	3,394	61.16%	0.77	1m 19s	31,785
	Jul 1, 2021 - Jun 30, 2022	2,368	1,419	51.34%	0.60	1m 35s	21,462
	% change	86.61%	139.18%	19.14%	28.58%	-16.89%	48.1%
3	Direct						
	Jul 1, 2022 - Jun 30, 2023	1,549	1,181	48.66%	0.75	1m 24s	14,061
	Jul 1, 2021 - Jun 30, 2022	1,332	566	32.89%	0.42	1m 19s	13,315
	% change	16.29%	108.66%	47.96%	81.21%	6.63%	5.6%

Events

The total event count on the client's website increased by 68.21%, and page views increased by 72.52%.

Event name +		↓ Event count	Total users
SHOW ALL ROWS		68,054 vs. 40,457 ↑ 68.21%	11,411 vs. 4,816 ↑ 136.94%
1	page_view		
	Jul 1, 2022 - Jun 30, 2023	20,765	11,401
	Jul 1, 2021 - Jun 30, 2022	12,036	4,802
	% change	72.52%	137.42%
2	session_start		
	Jul 1, 2022 - Jun 30, 2023	13,687	11,403
	Jul 1, 2021 - Jun 30, 2022	6,367	4,804
	% change	114.97%	137.36%

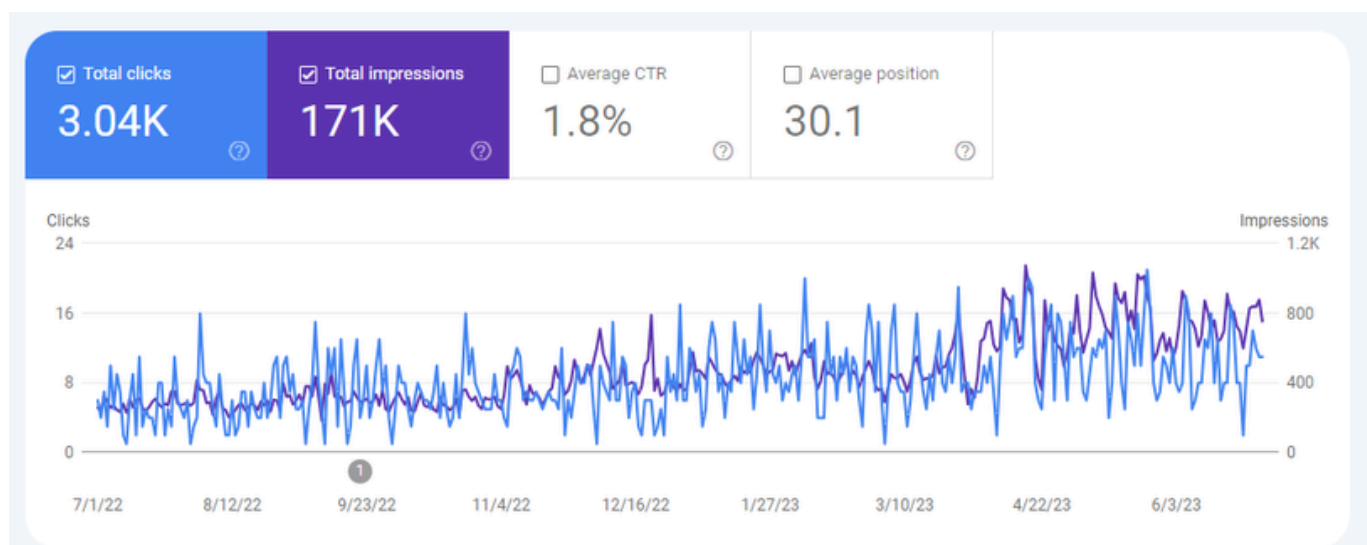
Conversion

Generated leads for the website also increased by 39.53% in July 2022 - June 2023 compared to the generated leads in July 2021 - June 2022. 68 of the 120 leads generated, or 56.67%, came from organic search.

SHOW ALL ROWS		120.00 vs. 67.00 ↑ 79.1%	0.00 vs. 0.00
1	Organic Search		
	Jul 1, 2022 - Jun 30, 2023	68.00	0.00
	Jul 1, 2021 - Jun 30, 2022	49.00	0.00
	% change	38.78%	0%
2	Direct		
	Jul 1, 2022 - Jun 30, 2023	32.00	0.00
	Jul 1, 2021 - Jun 30, 2022	17.00	0.00
	% change	88.24%	0%
3	Organic Social		
	Jul 1, 2022 - Jun 30, 2023	10.00	0.00
	Jul 1, 2021 - Jun 30, 2022	0.00	0.00

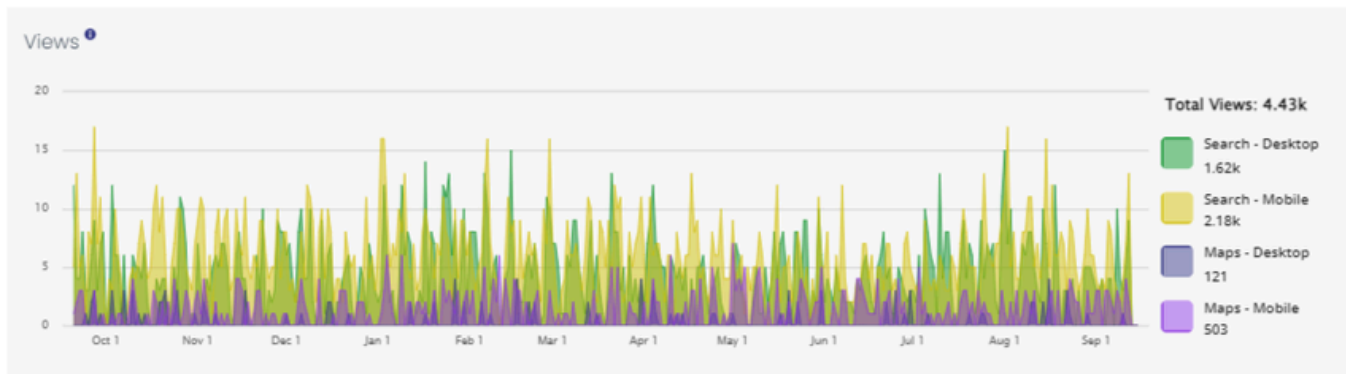
Google Search Console

Here is an image of our Google Search Console metrics. Between July 2022 - June 2023, we had 3.04k clicks and 171,000 total impressions.

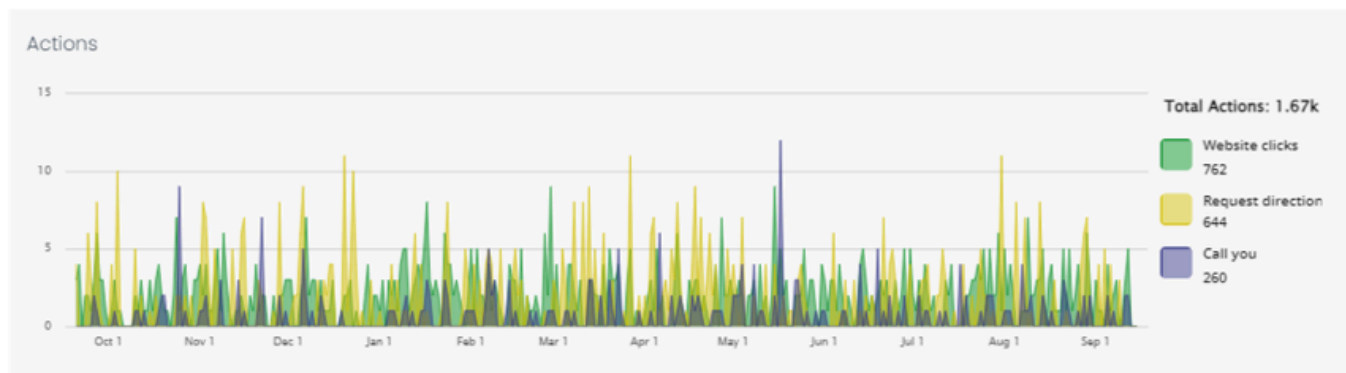


Google Business Profile

Here are the metrics for the client's Google Business Profile listing in July 2022 - June 2023. Views of the listing totaled 4.43K. 1.62k of these came from desktop search views, 2.18k came from mobile search views, 121 came from desktop map views, and 503 came from mobile map views.



Here are the business profile interactions for the client's Google Business Profile listing in July 2022 - June 2023. As seen, we had 1.67k total business profile interactions. 762 of these are website clicks, 644 are direction requests, and 260 are calls.

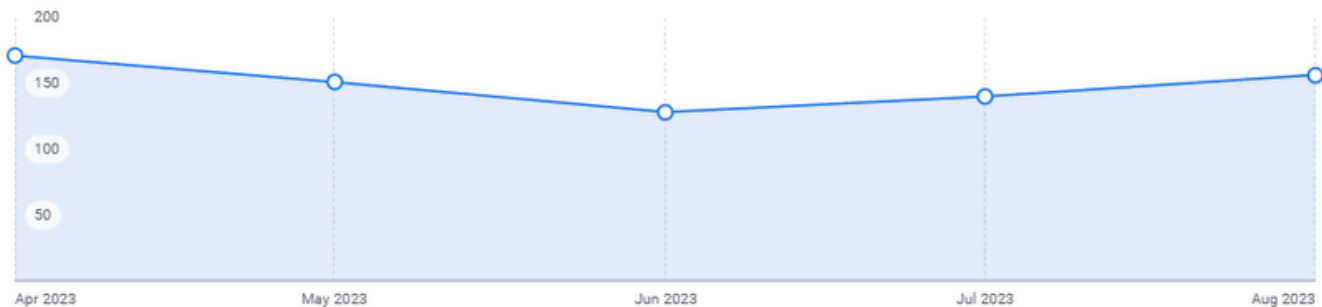


Here is the result of our Google My Business strategy. We pulled the performance straight from the client's Google Business Profile listing. As seen in April - August 2023, business profile interactions increased by 20.5% compared to business profile interactions in April - August 2022.

746

Business Profile interactions ⓘ

↗ +20.5% (vs Apr 2022–Aug 2022)

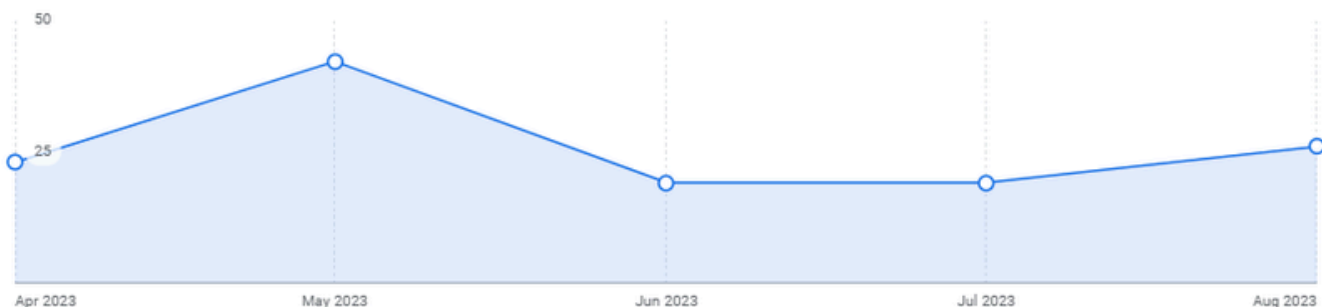


We also saw a huge increase in our calls from the client’s Google Business Profile listing. Calls in April - August 2023 increased by 41.8% compared to April - August 2022.

129

Calls made from your Business Profile

↗ +41.8% (vs Apr 2022–Aug 2022)



Keywords

Here are the keywords we improved in the past few months.

Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	Rank	Change	Rank	Change	Rank	Change	Rank	Change
integrative medicine colorado springs	7	3 ↑	7	4 ↑	-	-	-	-
functional medicine doctor near me ^	2	2 ↑	2	3 ↑	1	0	1	0
					2	0	2	0
integrative functional medicine near me v	4	2 ↑	4	2 ↑	1	0	1	0
holistic medicine colorado springs	13	2 ↑	11	12 ↑	-	-	-	-
functional medicine v	3	1 ↑	3	3 ↑	1	0	1	0
functional medicine consultation	9	1 ↑	6	2 ↑	1	0	1	0
functional medicine doctor castle rock v	1	0	1	0	-	-	-	-
colorado springs functional medicine	2	0	2	0	-	-	-	-
functional doctor near me v	2	0	2	0	1	0	1	0
functional medicine colorado springs	2	0	2	0	-	-	-	-
functional medicine in colorado springs	2	0	2	0	-	-	-	-