

CUSTOMER STORY · HEALTHCARE

U.S. IV Hydration Clinic

400%

Organic Traffic Increase

A U.S.-based IV hydration and wellness clinic was generating fewer than 2,500 monthly organic visits with no structured SEO strategy and weak local search presence. INSIDEA deployed a topical authority SEO approach, pairing intent-driven blog content with Google Business Profile optimization and...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier


HubSpot
Onboarding

Platform
Enablement


CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

A U.S.-based IV hydration and wellness clinic was operating in a high-demand health category but failing to capture organic search traffic. Monthly visits were stagnant at approximately 2,000–2,500, with minimal contribution to inbound conversions. The website lacked alignment between content and user intent, and there was no structured effort to optimize for local searches. a critical gap given the clinic's...

WHAT INSIDEA BUILT SEO & Content Marketing

✓ Topical Authority SEO Framework

INSIDEA developed and implemented a topical authority SEO strategy to establish the clinic as an authoritative source on IV hydration therapy and related wellness...

✓ Google Business Profile Optimization

Google Business Profiles were optimized for accuracy, completeness, and local visibility, ensuring the clinic appeared prominently in proximity-based searches, where...

✓ Targeted Blog Content Creation

Intent-driven blog content was created to address user questions at different stages of the decision funnel, focusing on IV therapy, weight loss medications, and related...

✓ Location-Based Page Enhancement

Location-specific pages were created and enhanced with local keywords integrated into content and metadata, directly targeting high-conversion searches from patients...

MEASURABLE RESULTS

400%

Organic Traffic Increase

6

Months to Measurable Scale

13.5K+

Monthly Organic Visits

734K

Organic Impressions (6-Month View)

"INSIDEA brought a structured and strategic approach to our SEO efforts. Within a few months, we started seeing meaningful improvements in traffic and visibility. Their work has helped us reach the right audience and grow consistently."

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Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →