

CASE STUDY

From Invisible to Page 1

How a Niche Financial Services Firm Grew Website Traffic 242%
and Scaled Consultation Requests 20x in One Year

October 2024 – October 2025

The Client

Industry: Specialty Financial Services

Niche: Healthcare Professionals

Engagement: Monthly Retainer

Duration: 12+ Months

The Challenge

01 Zero Online Presence

A brand-new website with no search rankings, no traffic, and no digital footprint in a competitive niche.

02 Highly Specialized Audience

Needed to reach and convert a narrow professional audience of healthcare providers with complex tax and financial needs.

03 Long Sales Cycle

Consultation-based services require trust-building over time; early visibility had to translate into qualified leads.

Results at a Glance

12-month engagement · October 2024 → October 2025

242%

Website Traffic Growth

207 → 708 visits/mo (YoY)

151%

Organic Search Growth

67 → 168 organic visits/mo (YoY)

20×

Consultation Requests

1 → 21 leads/month (YoY)

14.9%

CPA Keyword Visibility

Up from 4.3% at campaign start

Website Traffic Growth

Monthly website sessions · October 2024 – October 2025



242%

YoY Traffic Increase

708

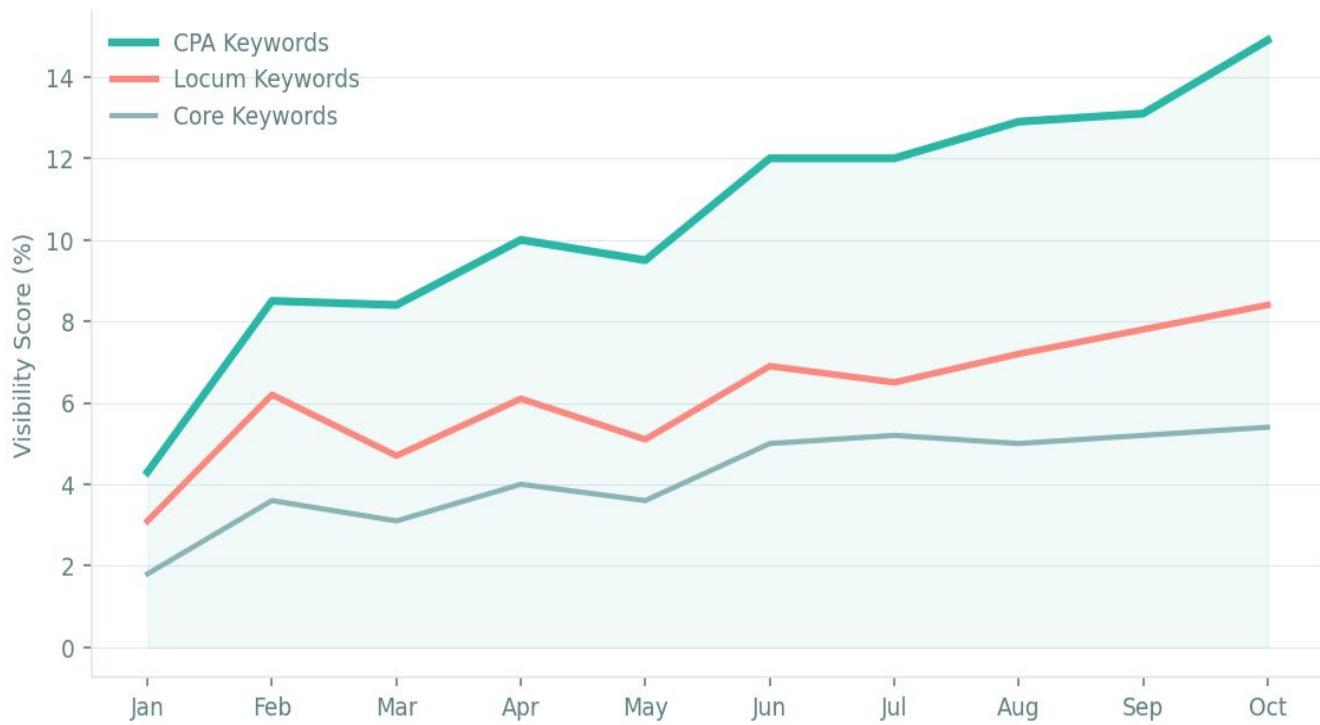
Peak Monthly Visits (Oct '25)

3.4×

vs. Campaign Start

SEO Search Visibility

Keyword visibility score by category · January - October 2025 (higher = better)



CPA Keywords

+246%

4.3% → 14.9%

Locum Keywords

+171%

3.1% → 8.4%

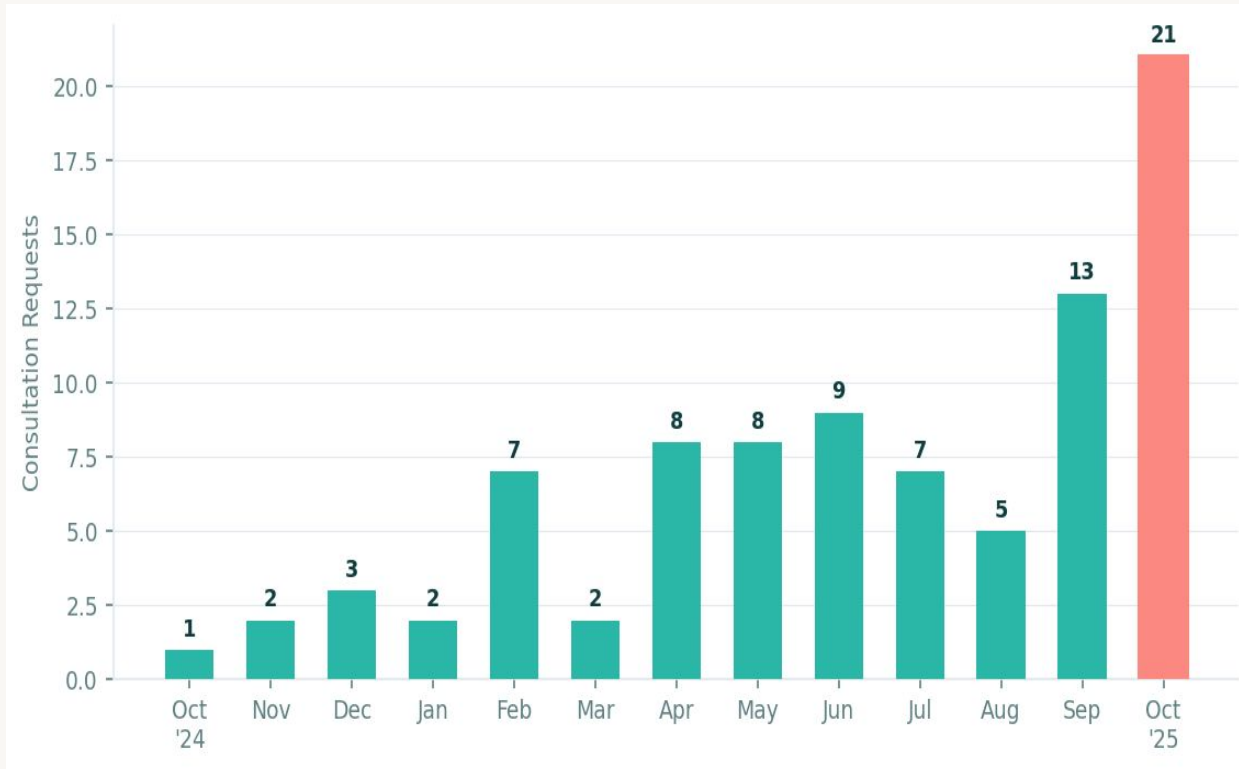
Core Keywords

+200%

1.8% → 5.4%

Consultation Requests

Monthly "Book a Consultation" form submissions · Oct 2024 – Oct 2025



21

Leads in
Oct 2025

83

Total 2025
Consultations

20×

YoY Lead
Growth

Notable Keyword Rankings

Selected keyword movements over the 12-month engagement

"doctor cpa firm"

+50 spots

#1

Dec 2024

"cpa for doctors"

+27 spots

#7

Mar 2025

"locum cpa firm"

+7 spots

#2

Dec 2024

"multi-state income tax for physicians"

New entry

#1 + AI Snippet

Jul 2025

"doctor cpa"

+48 spots

#3

Dec 2024

"ptet tax strategy for physicians"

New entry

#1

Sep 2025

"locum tax services"

+2 spots

#6

Jan 2025

"qbi for doctors"

+37 spots

#14

Aug 2025

18 keywords held top-3 Google positions as of September 2025

AI-Powered Visibility

The site now appears in AI-generated search answers, a cutting-edge visibility signal

"multi-state income tax for physicians"

Jul 2025

Ranked #1 on Google with a coveted AI Overview Snippet, the highest form of organic visibility available today.

AI Search Traffic (Sessions)

ChatGPT

Visitors clicking a link inside ChatGPT after the site was cited

10-11/mo by Aug-Sep 2025

Claude.ai

Site surfaced as a source in Claude AI conversations

Emerging traffic source

How We Did It

A multi-channel strategy built for long-term compounding results

01 Technical SEO & Strategy

- Keyword research targeting niche healthcare professional intent
- Page-level keyword assignments for maximum relevance
- Ongoing ranking tracking across 60+ keyword phrases

02 Content Marketing

- Regular blog posts on physician tax & financial topics
- Content mapped to user intent at each funnel stage
- Articles ranking for "AI Overview" snippets on Google

03 Targeted Advertising

- Placement in physician-focused newsletters
- Hundreds of qualified clicks per campaign
- Cross-promotion with industry publishers

04 Monthly Reporting & Optimization

- Data-driven monthly reports with actionable insights
- Continuous strategy refinement based on performance
- Transparent tracking of leads, rankings, and traffic

Results like these are within reach.

We help niche businesses build the kind of online authority that compounds over time
—
driving traffic, rankings, and leads that grow month after month.

[Book a Consultation](#)

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