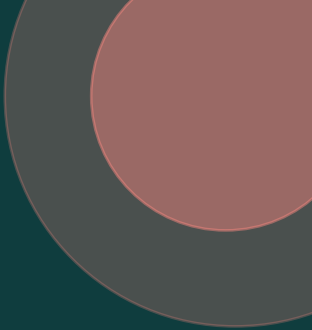




SEO CONTENT CASE STUDY

Compounding Growth. Consistent Results.

How a Medical Staffing Brand Built Year-Over-Year
SEO Momentum, AI Visibility, and LinkedIn Growth

The Client

INDUSTRY

Medical Staffing

SPECIALTY

Locum tenens physician placement:
connecting providers with healthcare facilities

SERVICES DELIVERED

SEO Strategy, Content Marketing, LinkedIn
Management, Technical SEO

+4,400%

AI Visibility Growth

+227%

Organic Search YoY

+500%

LinkedIn Follower Growth

The Challenge

When I began working with this client, the brand had real expertise but limited digital reach. Breaking through in a crowded healthcare staffing market required a clear, consistent strategy.

Competitive SEO Landscape

Healthcare staffing is highly competitive online. Outranking established national players required a focused, long-game content strategy.

Dual Audience, One Site

The site needed to attract both physicians seeking locum assignments *and* healthcare facilities looking to hire, two very different search intents.

Limited Social Presence

LinkedIn was underutilized despite being the primary platform for healthcare professional recruiting. Followers were low and engagement minimal.

No Organic Search History

Organic traffic existed but wasn't building momentum. There was no structured approach to capturing physician or facility keyword searches.

The Strategy

A sustained, multi-channel SEO and content approach built for compounding returns

01 Physician-Focused Content

Built a library of specialty pages targeting physician searches for locum assignments, the highest-intent audience.

02 Facility Keyword Targeting

Developed keyword-optimized pages for healthcare facilities seeking staffing solutions, capturing both sides of the marketplace.

03 Technical SEO Foundation

Cleaned up site architecture, improved page speed, and fixed indexing gaps to ensure every piece of content was discoverable.

04 LinkedIn Content Strategy

Grew LinkedIn presence from 362 to 1,820 followers with consistent, professional content targeting the healthcare workforce community.

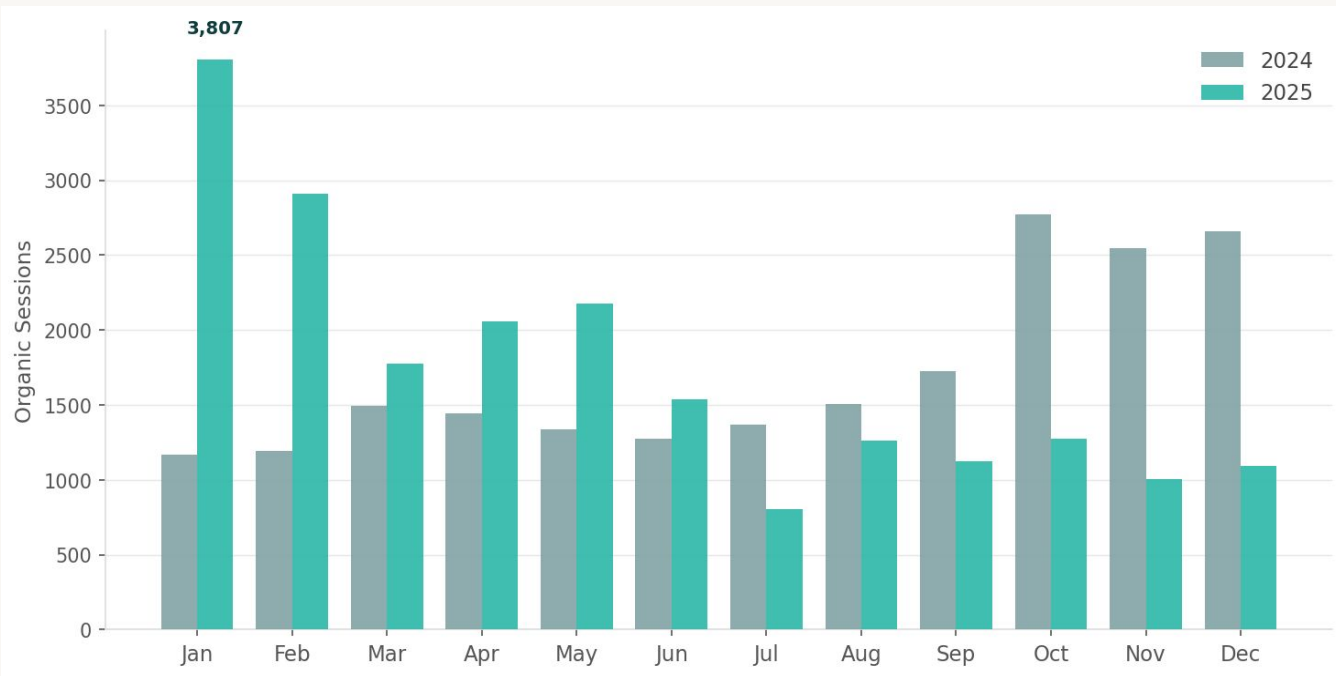
05 AI Search Optimization

Structured content to be surfaced in ChatGPT, Perplexity, and other AI tools, a channel now generating 46+ monthly visits.

Organic Search Growth

+227%

YoY Jan 2025



1,497

Peak 2024
organic/month

3,807

Peak 2025
organic/month

+154%

Peak to peak
organic gain

Organic search was already performing in 2024, and grew significantly YoY. January 2025 alone delivered 3,807 organic sessions, up 227% from the prior January. Toward the end of 2025, we begin to see traditional organic traffic drop as AI search becomes more popular: **AI search visits grew 258% to more than 4,400% YoY in the same period.**

AI Search Growth

AI Referral Channels

- ChatGPT
- Perplexity
- Gemini
- Copilot

Content optimized for AI discovery is now generating referral traffic from 4 distinct AI search platforms; a channel that didn't exist 18 months earlier.

As traditional organic traffic plateaued in late 2025, AI search emerged as a fast-growing new channel. Content was structured to surface in ChatGPT, Perplexity, Gemini, and Copilot. AI search visits grew 258% YoY, with some channels showing gains of 4,400%+ in the same period.

+4,400%

YoY AI Search Growth

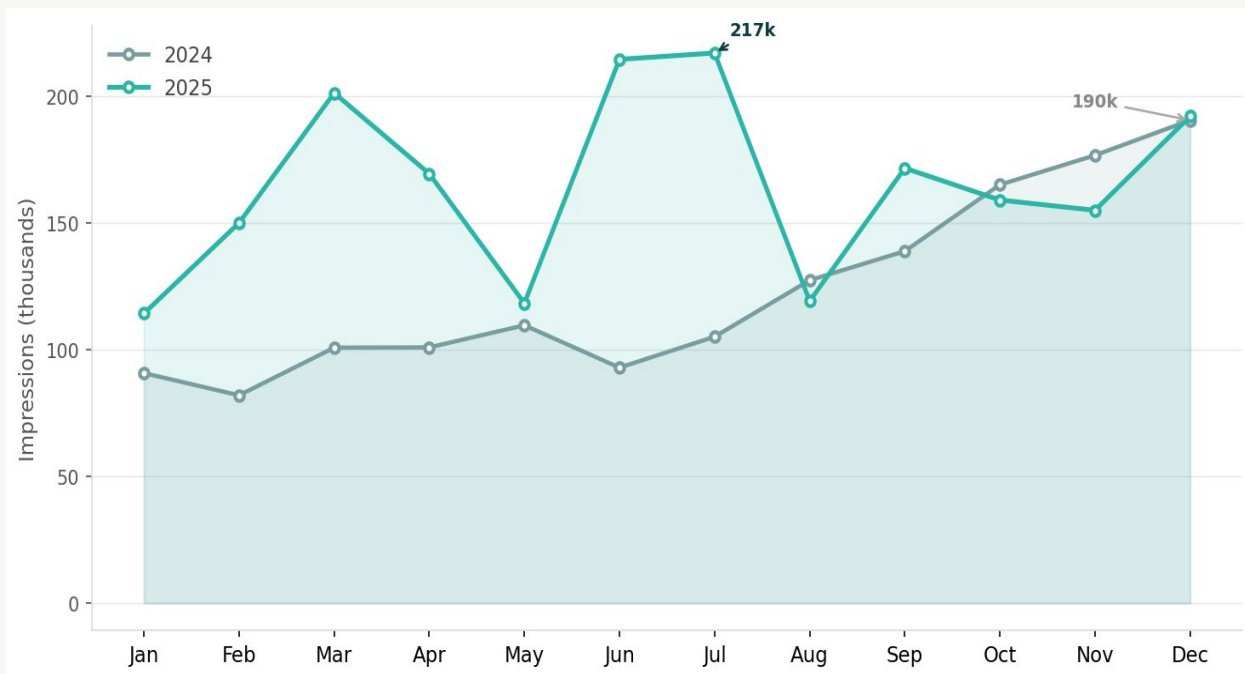
+258%

AI referral
growth YoY

4

Active AI channels
(ChatGPT, Perplexity,
Gemini, Copilot)

Search Impression Growth



2024 Peak

190k

impressions/month

(December 2024)

2025 Peak

217k

impressions/month

+14% YoY peak

Organic impressions surpassed 200,000/month multiple times in 2025, representing massive brand visibility across Google Search for healthcare staffing keywords. Click-through traffic may have dipped in late 2025, but visibility remained solid, a pattern characteristic of the Google AI Overview era, where content earns featured placement in AI-generated answers without generating a traditional click.

Multi-Channel Wins

Organic SEO + LinkedIn + AI Search: all growing in tandem

Organic Search

3,807

peak organic sessions/month

+227%

YoY organic growth

217k

peak monthly impressions (Jul 2025)

LinkedIn

+500%

follower growth

10.8%

peak engagement rate

2,174

total followers by Q2 2026

AI Search

4,400%

improved AI visibility YoY

4

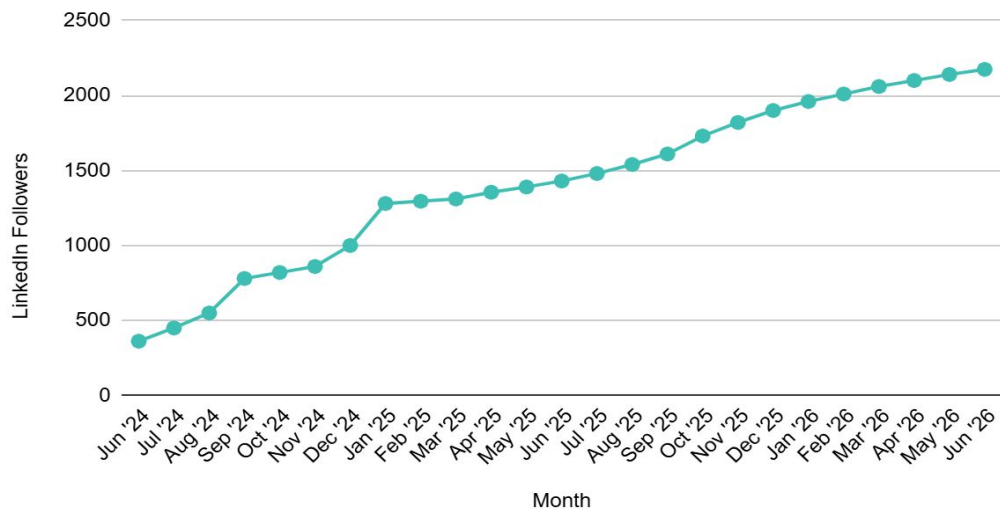
new AI referral sources

258%

AI referral growth YoY

LinkedIn Audience Growth

LinkedIn Followers vs. Month



+500%

Follower Growth

362

Jun 2024
Followers

2,174

Nov 2025
Followers

10.8%

Peak Engagement
Rate (Jan 2025)

Consistent LinkedIn posting grew the follower base 6x with peak engagement rates of nearly 11%, well above the industry average of 1–3%.

Results at a Glance

Multi-year momentum, built to keep compounding

458

Candidate Leads
(2025)

+227%

Organic Search
Growth YoY

+500%

LinkedIn Follower
Growth

217k

Peak Monthly
Impressions

10.8%

Peak LinkedIn
Engagement Rate

3 yrs

Consecutive YoY
Organic Growth

Ready to grow your organic presence? → aimeebeck.com