Compounding Growth. Consistent Results.

A case study in SEO, AI search, and LinkedIn growth for a medical staffing brand.

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The Client

Medical Staffing

Locum tenens physician placement,
connecting providers with healthcare facilities.

+4,400%
AI visibility growth

+227%
organic search year over year

+500%
LinkedIn follower growth

Services delivered

SEO strategy | content marketing | LinkedIn management | technical SEO

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The Challenge

A crowded market, complex audiences, and untapped potential.

Healthcare staffing is highly competitive online

The site needed to attract both physicians and healthcare facilities

LinkedIn was underused with low followers and minimal engagement

Organic traffic existed but lacked momentum and structure



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 so every piece of content was discoverable

04 **LinkedIn Content Strategy**
grew the LinkedIn following 6x 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

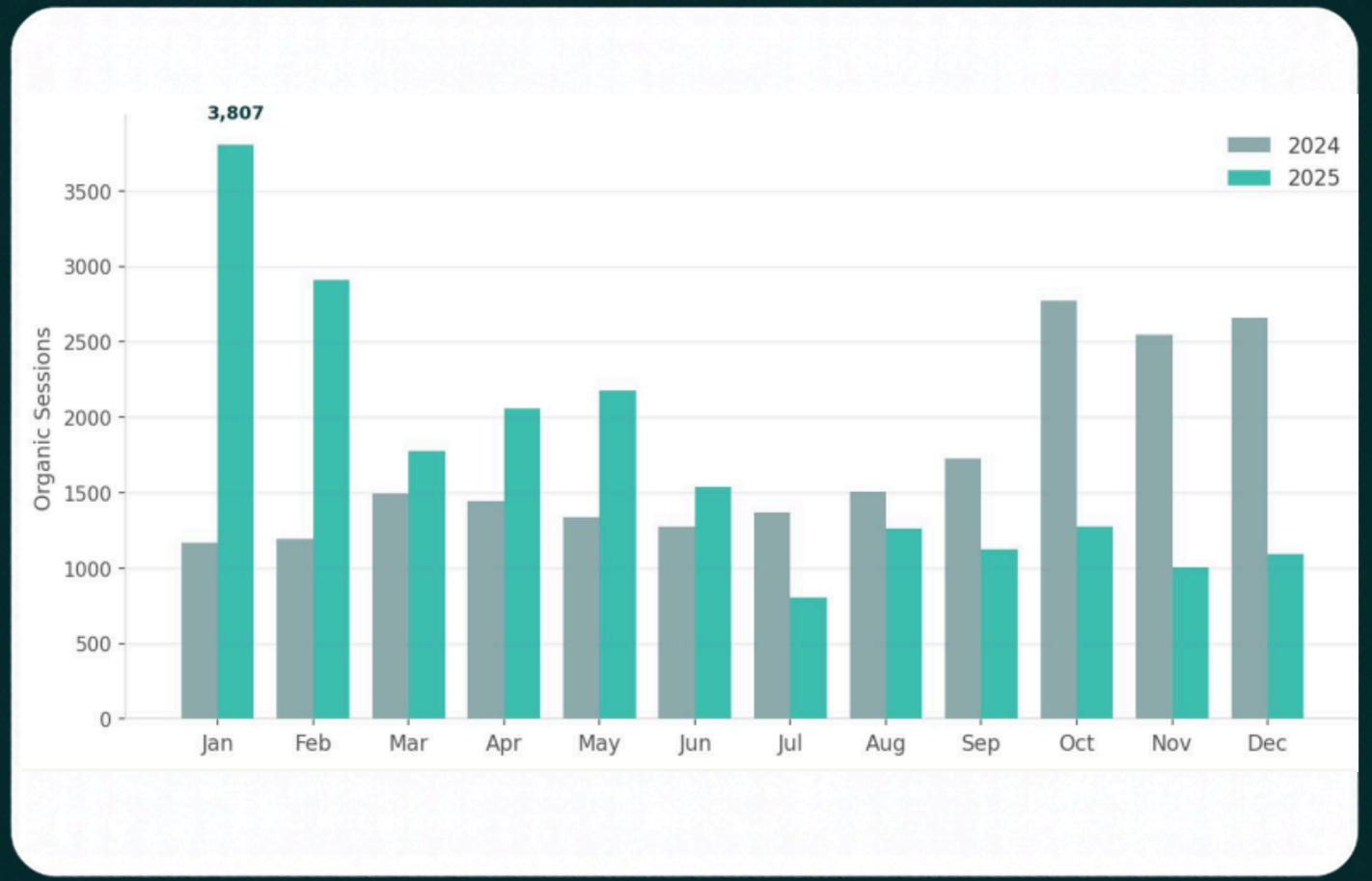
Significant year over year growth in organic sessions.

+227% year over year, Jan 2025

1,497 peak 2024 organic sessions a month

3,807 peak 2025 organic sessions a month

+154% peak to peak organic gain



AI Search Growth

Content optimized for AI discovery now generates referral traffic from 4 distinct AI search platforms.

+4,400%
year over year
AI search growth

4
active
AI channels

+258%
AI referral growth
year over year



AI search platforms

ChatGPT | Perplexity | Gemini | Copilot

Search Impression Growth

Organic impressions passed 200,000 a month multiple times in 2025.

Visibility stayed strong while click-through traffic dipped in late 2025.

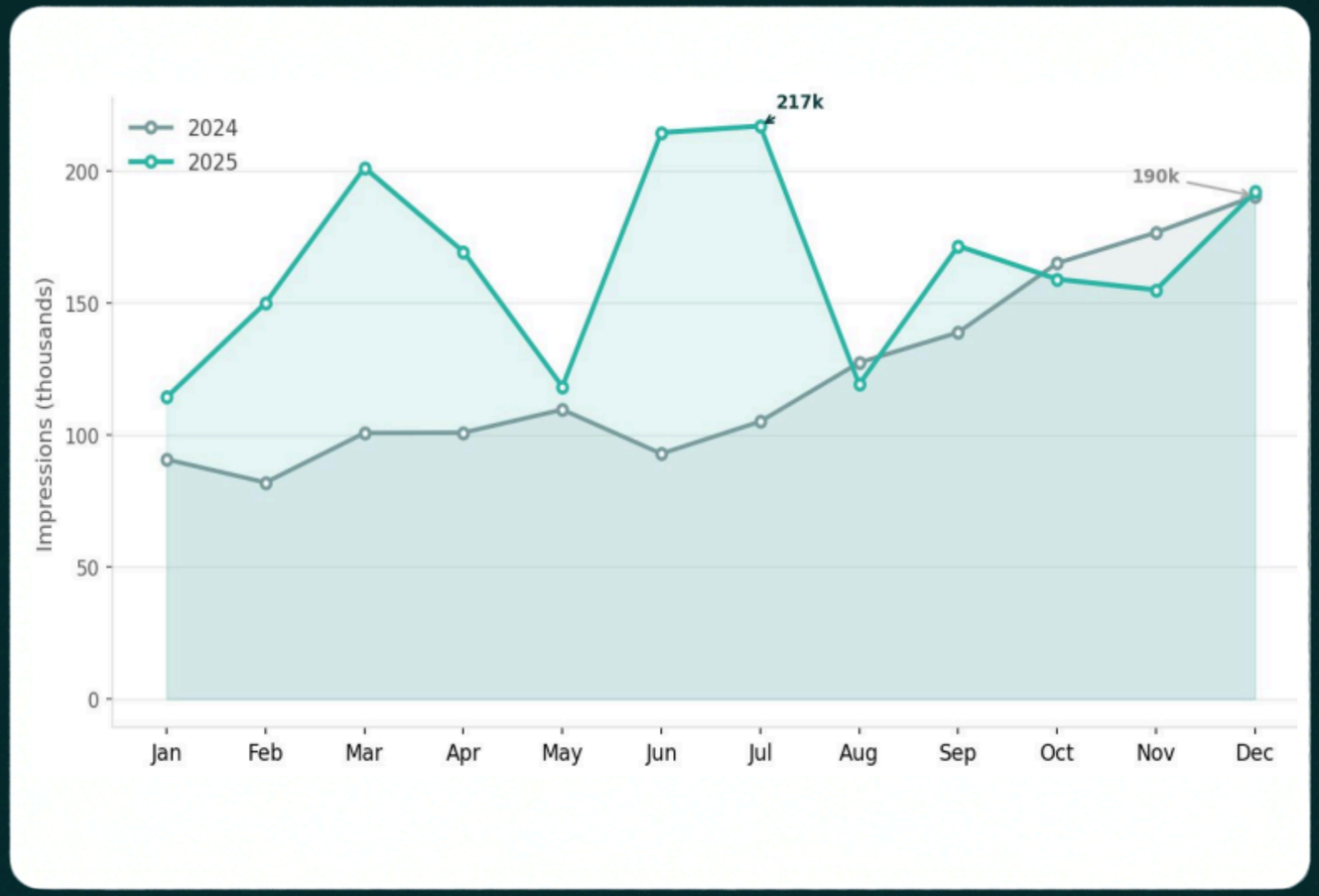
A pattern common in the Google AI Overview era.

190k

2024 peak: 190k impressions a month, December 2024

217k

2025 peak: 217k impressions a month, up 14% year over year



Multi-Channel Wins

Organic SEO, LinkedIn, and AI search all grew in tandem.

ORGANIC SEARCH

2x

year-over-year organic growth

3,807 peak organic sessions a month

217k peak monthly impressions in Jul 2025

LINKEDIN

5x

follower growth year over year

10.8% peak engagement rate

2,174 total followers

AI SEARCH

44x

improved AI visibility year over year

4 new AI referral sources

+258% AI referral growth year over year



LinkedIn Audience Growth

Consistent LinkedIn posting grew the follower base 6x with standout engagement.

+500%

FOLLOWER GROWTH

6x increase through consistent posting

362

FOLLOWERS IN JUN 2024

2,174

FOLLOWERS IN NOV 2025

10.8%

PEAK ENGAGEMENT RATE

Reached in Jan 2025



Results at a Glance

Multi-year momentum, built to keep compounding.

458
candidate leads in 2025

+227%
organic search growth year over year

+500%
LinkedIn follower growth

217k
peak monthly impressions

10.8%
peak LinkedIn engagement rate

3 years of consecutive year-over-year organic growth

Ready to grow your organic presence?

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