

Introduction: Measuring Success with Google Search Console

To understand the impact of the SEO strategy implemented for *Strength In Motion PT*, it is essential to first understand the tool used to measure it: Google Search Console (GSC).

Think of GSC as a direct translator between a website and the search engine. It is the only platform that allows website owners to see their digital presence exactly as Google sees it, without third-party interpretations or filters. While tools like Google Analytics track what users do *after* they arrive on a site, GSC is dedicated to understanding how they found the site in the first place.

For any website to be discovered online, it must successfully pass through Google's three operational stages:

1. **Crawling:** Google's automated bots find the page.
2. **Indexing:** Google analyzes the content and stores it in its massive database.
3. **Serving:** Google ranks the page in search results for relevant user queries.

GSC acts as the health dashboard for this process. It confirms whether new pages have been successfully indexed or if technical barriers are preventing them from appearing in search results,.

Beyond technical health, GSC provides the definitive metrics for success through its "Performance Report". It allows us to track **Impressions** (how often a site appears in search results) and **Clicks** (how often users actually select the site). Crucially, it reveals the specific **Queries**—the actual keywords and questions users are typing into the search bar—that lead them to the business.

By analyzing this data, we move from guessing to data-driven decision-making. We can identify which content resonates with the audience, uncover new opportunities for growth, and fix issues before they impact the bottom line. In the following case study, GSC data serves as the primary evidence of how targeted content creation transformed the digital footprint of *Strength In Motion PT*.

Case Study: Expanding Digital Footprint Through Targeted SEO Content

Client: Strength In Motion PT **Website:** strengtheninmotionpt.com **Subject:** SEO Performance Analysis (Pre- vs. Post-Content Installation)

Executive Summary

This case study analyzes the search performance impact of a strategic content expansion implemented for *Strength In Motion PT*. By comparing performance data from late August 2025 (Before) against early January 2026 (After), we evaluate the effectiveness of installing three high-value, intent-driven content pages focused on **Chronic Pain Coaching**, **Osteoarthritis/Rheumatoid Arthritis**, and **Fibromyalgia**.

The data demonstrates a transformative shift in the website's digital authority, moving from a passive digital brochure to an active client acquisition engine.

1. Discovery & Growth: Quantifying the Surge

The comparison between the August 2025 snapshot and the January 2026 period reveals a dramatic increase in organic visibility and user engagement.

- **Impressions (Visibility):** The site's visibility exploded. In the "Before" period (August 31 snapshot), the site recorded **102 impressions**. In the "After" period (Jan 1–10), the site generated a total of **1,088 impressions**. This represents a **966% increase** in search visibility during the measured periods.
- **Clicks (Engagement):** The most critical metric—user action—saw the most significant improvement. The "Before" data showed **0 clicks** and a 0% Click-Through Rate (CTR). The "After" period generated **34 clicks** with daily engagement becoming consistent.

Analysis: The site has successfully moved from a state of dormancy (zero clicks) to active daily traffic acquisition, driven by the improved relevance of the site's content ecosystem.

2. Impact of New Pages: Analysis of Content Performance

The core driver of this growth was the installation of three specific service pages. While non-existent in the August data, these pages immediately claimed dominant positions in the "Top Pages" list for January.

Performance of New Assets:

1. Chronic Pain Coaching Page:

- **Performance:** generated **229 impressions** and **1 click**.
- **Ranking:** Achieved an average position of **18.45**.
- **Insight:** This page is the highest visibility driver among the new content, indicating strong market demand for "pain coaching" queries.

2. Osteoarthritis & Rheumatoid Arthritis Page:

- **Performance:** Generated **121 impressions** and **4 clicks**.
- **Ranking:** Achieved an impressive average position of **7.62**, placing it firmly on Page 1 of search results.
- **Insight:** This page has the highest engagement (clicks) of the new content, suggesting the content matches user intent highly effectively.

3. Fibromyalgia Treatment Page:

- **Performance:** Generated **93 impressions** and **1 click**.
- **Ranking:** Achieved an average position of **6.72**—the highest ranking among the three new pages.

Combined Impact: Together, these three new pages generated **443 impressions** and **6 clicks**. They now account for a significant portion of the site's total traffic volume, proving that targeted content captures traffic that the homepage alone cannot.

3. Breadth of Topics: Capturing New Intent

The "Before" data indicates that search visibility was limited almost exclusively to branded queries like "strength in motion" and navigational terms like "homept". The "After" dataset reveals a massive expansion in topical authority.

New Keyword Ecosystem: The site is now ranking for high-value, solution-oriented keywords that were completely absent in August:

- **Chronic Pain:** "chronic pain coach" (31 impressions), "new york chronic pain coach" (Position 3.67), and "chronic pain recovery coaching".
- **Arthritis:** "weight training for osteoarthritis" (Ranking **Position 1**) and "arthritis treatment denver co".
- **Fibromyalgia:** "fibromyalgia treatment denver co" and "strength training exercises for fibromyalgia".
- **General Therapy:** "strength training therapy" and "coaching for pain and stress".

Analysis: We have successfully shifted the site from ranking only for *who the business is* (Branded) to ranking for *what the business solves* (Non-Branded/Commercial Intent).

4. Reach: Geographic and Device Expansion

The SEO strategy has not only deepened the site's relevance but widened its reach.

- **Global Authority:** While the "Before" data showed limited reach, the "After" data indicates a global footprint. Traffic and impressions are now recorded from the **United States** (dominant), **Australia, Portugal, Qatar, Canada, the UK, India, Brazil, Philippines, Indonesia, and Italy**. This suggests the content is being indexed as an authoritative resource globally, not just a local listing.
 - **Device Accessibility:** The new content is performing exceptionally well across platforms. Mobile usage accounts for the majority of clicks (**18 clicks** vs. **16 on Desktop**), proving the content is optimized for the modern "on-the-go" patient.
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5. Conclusion

The installation of three targeted content pages has fundamentally altered the search trajectory of *strengthenmotionpt.com*. By addressing specific patient pain points—Chronic Pain, Arthritis, and Fibromyalgia—we achieved **966% growth in impression volume** and broke the "zero click" barrier to establish consistent daily traffic.

The data confirms that high-quality, intent-based content does more than just fill pages; it builds authority. We have successfully expanded the digital footprint from a local branded entity to a globally visible resource for pain management and strength training.

Next Steps: Capitalize on the high rankings (Positions 1–10) for "Osteoarthritis" and "Fibromyalgia" by optimizing Call-to-Action (CTA) elements on those specific pages to further improve the click-through rate.

Audio Overview of this Case Study <https://youtu.be/rVpqdjv74a8?si=YQtYtY5Nr-GFhIk>