

PREPARED BY AVENITY BUSINESS SOLUTIONS

Wake Up Skinny

SEO & local search growth report — Philadelphia, PA

30

Days to measurable results

405%

Increase in website engagement

84%

Growth in new users

50+
New keyword rankings

50–100

Qualified email inquiries/month

Reporting period: Campaign launch — 30-day results

Confidential — For Wake Up Skinny management

FROM AVENITY BUSINESS SOLUTIONS

A message to Dr. Kenny and the Wake Up Skinny team

We want to show you exactly where Wake Up Skinny stands in the Philadelphia market right now — and what a focused 30-day campaign was able to accomplish in one of the most competitive medical weight loss markets in the country.

When we started, the clinic faced declining Google Business Profile interactions — down nearly 40% year-over-year — underperforming keywords, and limited local visibility for the searches your ideal patients were making every day. The quality of care was there. The digital presence wasn't keeping up.

What follows documents the turnaround: a 405% jump in website engagement, 84% growth in new users, and 50–100 qualified inquiries arriving every month — all within the first 30 days.

"GBP interactions down 40% year-over-year. 30 days later: 405% engagement increase, 13,578 GBP impressions, and 50–100 qualified leads per month."

CONTEXT

Why local search visibility is critical in medical weight loss

The Philadelphia market includes more than 150 competing clinics and wellness centers targeting high-intent keywords like "weight loss clinic," "semaglutide," and "medical weight loss near me." Patients searching for these services have already made a decision — they're ready to book. The question is who they find first.

Without a focused SEO and local search strategy, high-intent traffic flows to competitors regardless of how trusted or effective a provider is in person. Wake Up Skinny's challenge wasn't clinical — it was visibility.

RESULTS AT A GLANCE

30-day performance highlights

405%

Increase in website engagement

84%

Growth in new users within 30 days

69.3%

Increase in active users

50+

New keyword rankings (5 in top 3)

13,578

Google Business Profile impressions


50–100

Qualified email inquiries per month

RANKING RESULTS

Where Wake Up Skinny ranks today


RESULT #1 — PRIMARY LOCATION TERM

 Weight loss clinic near me — Philadelphia

 Page 1 organic + local visibility

The highest-volume entry point for new patients. Ranking here puts Wake Up Skinny in front of prospects at the exact moment they're ready to take action.


RESULT #2 — HIGH-VALUE TREATMENT TERM

 Semaglutide Philadelphia

 Top 3 keyword ranking

Semaglutide is among the fastest-growing search categories in medical weight loss. Ranking in the top 3 here captures patients willing to invest in advanced treatment — the highest-value patient profile.

RESULT #3 — GBP LOCAL IMPRESSIONS







 Phentermine Philadelphia / weight loss doctor near me

 13,578 GBP impressions — 3,600+ searches for phentermine

Google Business Profile optimization drove 13,578 impressions and over 3,600 phentermine-specific searches directly to the clinic's profile — translating directly into qualified inquiry volume.

SUMMARY

Results summary

Metric	Result	Status
Website engagement	+405% increase	 Achieved
New user growth	+84% within 30 days	 Achieved
Active users	+69.3% increase	 Achieved
New keyword rankings	50+ (5 in top 3)	 Achieved
GBP impressions	13,578	 Achieved
Monthly qualified inquiries	50–100 email leads	 Achieved

How we got here — the AI Visibility Authority Engine

These results are the product of a deliberate, structured approach built on three overlapping pillars — the same framework Avenity applies to every engagement.

CLARITY

High-intent keyword research and on-page optimization aligned every page to the specific queries Wake Up Skinny's ideal patients were actively searching — by treatment and by location.

AUTHORITY

Google Business Profile optimization and conversion path improvements rebuilt the clinic's local trust signals — turning a declining GBP into a primary lead generation channel generating thousands of impressions per month.

STRUCTURE

Full technical SEO: metadata, internal linking, mobile performance, page speed, and treatment-specific content refinement to ensure Google understood exactly what services the clinic offers and where.

LOOKING AHEAD

What's next

- ▶ **AI Overview targeting** — Position Wake Up Skinny to be named inside Google's AI-generated answers for medical weight loss queries in the Philadelphia market.
- ▶ **Ranking consolidation** — Protect and strengthen top 3 positions while pushing additional keywords into page 1 and top 3 placements.
- ▶ **Conversion optimization** — Continue refining key service and contact pages to convert the growing traffic volume into booked consultations at a higher rate.
- ▶ **Content expansion** — Add structured pages for B12 injections, lipotropic treatments, and supervised weight loss programs to capture adjacent high-intent searches.

30 days of focused execution reversed a 40% year-over-year decline and replaced it with consistent qualified lead flow. The foundation is set. The compounding starts now.

We're proud of what this campaign has produced and excited about what comes next.

Thank you for trusting Avenity Business Solutions with your growth.