

PREPARED BY AVENITY BUSINESS SOLUTIONS

New Braunfels Hormone Therapy Clinic

SEO & digital marketing growth report

60

Days to measurable revenue

\$20K+

New revenue in 60 days

70%

Increase in website traffic

60%

Increase in booked appointments

Reporting period: Campaign launch — 60-day results

Confidential — For clinic management

FROM AVENITY BUSINESS SOLUTIONS

A message to clinic management

We want to show you exactly where your clinic stands in the digital landscape today — and what a focused two-month campaign was able to accomplish in one of the most competitive healthcare markets in central Texas.

When we started, your clinical expertise and patient outcomes were exceptional. What wasn't keeping pace was your online presence. Limited organic traffic, poor keyword rankings, and a Google Business Profile outside the local top three were capping your patient growth — despite the quality of care you deliver every day.

The results below represent real, verified impact: new patients found you, booked with you, and generated measurable revenue — within 60 days of engagement.

"Strong clinical reputation. Limited digital visibility. \$20,000+ in new revenue in 60 days. Here's how we got there."

CONTEXT

Why digital visibility matters in healthcare

Patients increasingly rely on search engines and online reviews when making healthcare decisions — including for hormone therapy. The New Braunfels market includes both local clinics and expanding national providers all competing for high-demand keywords like "BHRT," "hormone therapy for women," and "testosterone treatment."

Without a structured digital strategy focused on visibility, trust-building, and conversion optimization, even the highest-quality providers risk being overlooked. Your patients are searching. The question is whether they find you first.

RESULTS AT A GLANCE

60-day performance highlights

70%

Increase in website traffic

50%

Increase in website conversion rates

60%

Increase in booked appointments

\$20K+

New revenue generated in 60 days

70

New keyword rankings added

Top 3


Google Business Profile local ranking achieved


By month six, results continued to compound — reaching peak performance in traffic, leads, and conversions.

RANKING RESULTS

Where the clinic ranks today


RESULT #1 — PRIMARY SERVICE TERM

 Bioidentical hormone therapy New Braunfels

 Page 1 organic + top 3 local pack

The primary revenue-driving keyword for the practice. Ranking here puts the clinic in front of patients actively researching BHRT — the highest-intent audience in the market.


RESULT #2 — TESTOSTERONE TREATMENT

 Testosterone treatment near me — New Braunfels

 Page 1 organic ranking

High-value query attracting male patients seeking TRT. Ranking here expands the patient base beyond the clinic's existing audience and drives new appointment bookings.

RESULT #3 — LOCAL GBP VISIBILITY






 Hormone therapy clinic New Braunfels TX

 Top 3 Google Business Profile — local pack

Local pack visibility is essential for healthcare — most patients choose a provider from the top three results without scrolling further. The clinic is now firmly in that position.

SUMMARY

Results summary

Metric	Result	Status
Website traffic	+70% increase	 Achieved
Booked appointments	+60% increase	 Achieved
Conversion rate	+50% improvement	 Achieved
New revenue (60 days)	\$20,250+	 Achieved
New keyword rankings	70 keywords added	 Achieved

Google Business Profile rank

Top 3 local pack

✔ Achieved

METHODOLOGY

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

We defined the clinic's services, patient personas, and geographic targets with precision — optimizing metadata, keywords, and messaging around what high-intent patients are actively searching.

AUTHORITY

High-authority backlink development, a targeted review generation strategy, and Facebook advertising campaigns to build trust signals and drive immediate appointment bookings.

STRUCTURE

Full technical SEO overhaul: page speed, mobile optimization, internal linking, and Google Business Profile optimization with geo-targeted keywords to maximize local search performance.

LOOKING AHEAD

What's next

- ▶ **AI Overview targeting** — Position the clinic to be named inside Google's AI-generated answers for hormone therapy queries in the New Braunfels and San Antonio corridor.
- ▶ **Review compounding** — Maintain review velocity to deepen trust signals and protect the top 3 local pack position against growing competition.
- ▶ **Service page expansion** — Add structured content for adjacent services (peptide therapy, weight management, women's wellness) to capture broader high-intent searches.
- ▶ **Ranking consolidation** — Push existing page 1 rankings into top 3 positions and extend keyword coverage into surrounding markets.

The first 60 days proved the model. The foundation is set, the rankings are live, and the revenue impact is documented. What comes next is compounding the gains already in place.

We're proud of the results and excited about continued growth.

Thank you for trusting Avenity Business Solutions with your practice.