foundinseo™

Built and run by 1Digital
PART OF THE 1DIGITAL FAMILY

SEO CASE STUDY · HEALTH PRODUCT BRAND

From 41 clicks a month to *thousands*

A direct-to-consumer health product brand grew from almost no search traffic to thousands of Google clicks a month.

5.7x Google clicks, Aug-Oct 2026 vs Aug-Oct 2025 (1,196 to 6,763)

41 → 3,460
monthly clicks, May 2025 to the peak in Jun 2026

6.7x
impressions in the same three months (76k to 507k)

2,300+
clicks every month from Apr to Sep 2026

1,786
clicks in Oct 2026, 3.5 times Oct 2025

THE CHALLENGE

Health searches are among the hardest to rank for. Google favours large, established sites, and a small brand has to show real expertise before it earns any visibility. In May 2025 the site was getting 41 clicks a month from Google.

Google clicks, Aug to Oct

Aug-Oct 2025	1,196
Aug-Oct 2026	**6,763**

Source: Google Search Console, the client's own site.

WHAT WE DID

- Built helpful, expert-led content around the questions people ask about the condition and its treatment.
- Structured product and education pages so Google could understand what the brand offers and who it is for.
- Fixed technical issues and built internal links between education content and product pages.

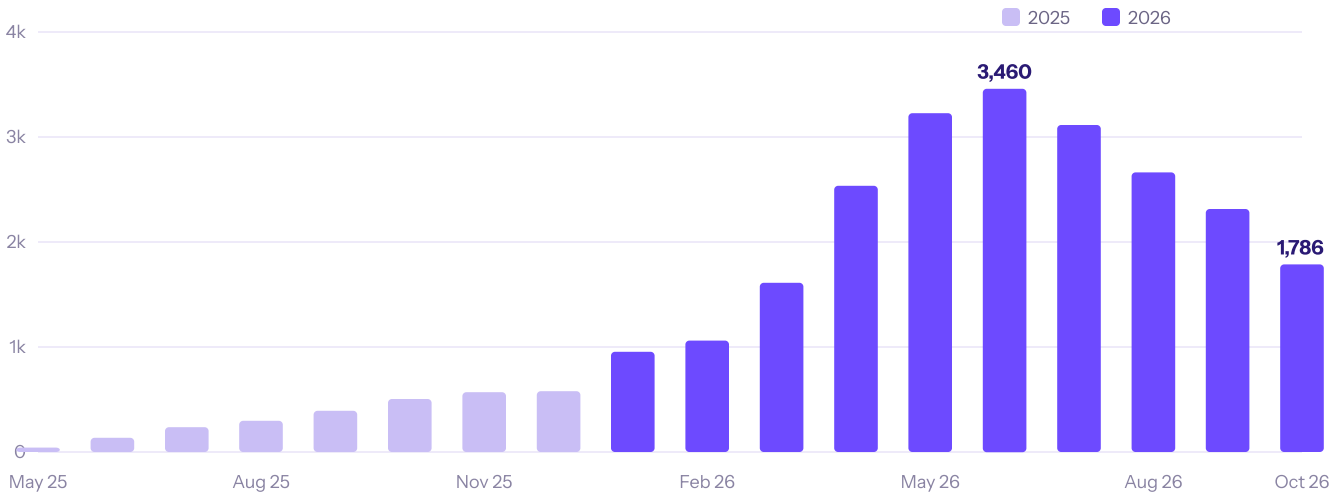
THE RESULT

Monthly clicks grew from 41 to a peak of 3,460 in June 2026. From Aug to Oct 2026 the site earned 5.7 times the clicks and 6.7 times the impressions of the same months in 2025. Clicks have eased from the June peak and are still more than three times last year's level.

Measured with Google Search Console. Clicks and impressions: Google Search Console, May 2025 to Oct 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in SEO is a 1Digital tool. Our team ran this campaign.
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18 MONTHS OF GOOGLE CLICKS



Monthly clicks from Google Search Console. Growth peaked in June 2026 and has eased since, still well above 2025.

TIMELINE

MAY 2025
41 clicks from Google in the month.

JAN 2026
Monthly clicks pass 900.

APR 2026
2,535 clicks, more than double January.

JUN 2026
Best month in the 18 months measured: 3,460 clicks.

OCT 2026
Aug to Oct clicks 5.7 times the year before.

YEAR OVER YEAR

AUG TO OCT	2025	2026
Clicks	1,196	**6,763**
Impressions	75,724	**507,285**

Google Search Console, the client's own site, same three months in each year.

HOW WE MEASURED

- Clicks and impressions: Google Search Console for the client's own site.
- Year-over-year comparisons use the same months in each year.
- Client name withheld. All figures are real and rounded, never adjusted.

Measured with Google Search Console. Client name withheld at the client's request. All figures are real and rounded, never adjusted. Results vary by industry, competition and starting point.