SEO case study

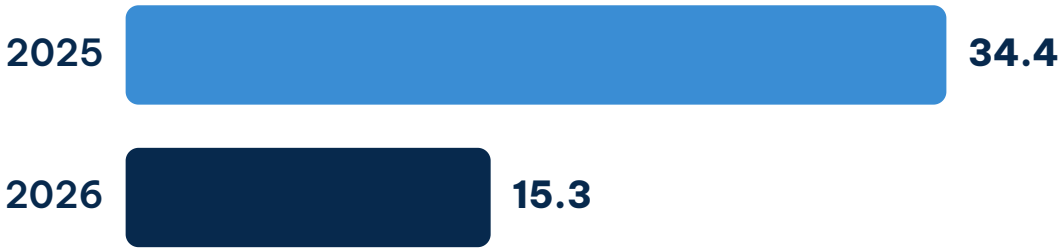
Google Position 34.4 to 15.3

SEO for an ABA therapy provider with three Florida clinics

An ABA therapy provider for children, with three clinics in South Florida. The client's name is withheld under NDA. Every number here comes from the client's own Search Console.

15.3	+19%	2.3%
Average position, was 34.4	Clicks from Google	Click rate, was 1.7%

Average Google position, August to October



Source: Google Search Console, 1 August to 31 October, 2026 against 2025. Lower position is better.

Industry	Location	Clinics	Services
ABA therapy	South Florida	Three	SEO and Google Ads

Clicks from Google, August to October



The goal

Help parents nearby find the clinics on Google.

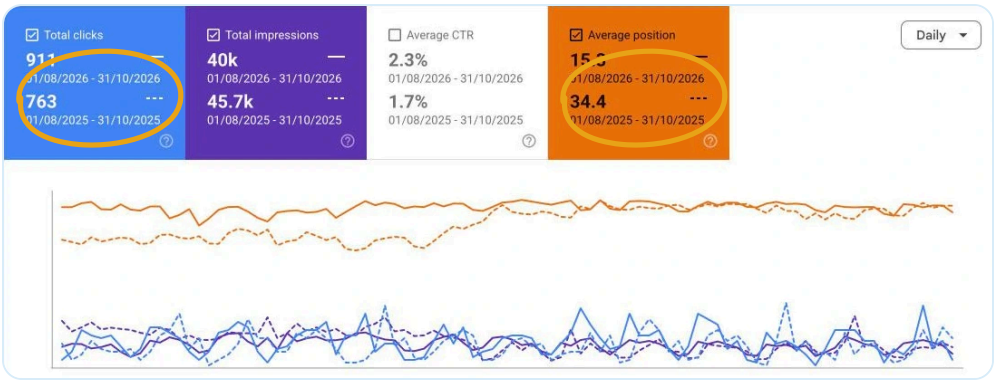
- Rank for ABA therapy searches near each clinic
- Turn more search views into clicks
- Keep three clinic profiles up to date

What we did

1. **Monthly SEO**
   SEO work with regular written reports and plans.
2. **Clinic profiles**
   Google Business Profiles managed for the Hollywood, Boynton Beach and Wellington clinics.
3. **Google Ads**
   Search and Performance Max campaigns, checked against an optimisation list.

The results

Search Console	Aug to Oct 2025	Aug to Oct 2026
Clicks from Google	763	911
Average position	34.4	15.3
Click rate	1.7%	2.3%
Times shown	45.7K	40K



Google Search Console, August to October 2026 against the same months in 2025.

Searches that moved up

Search	Position 2025	Position 2026
task analysis examples	22.4	6.9
aba therapy wellington	5.9	1.4
aba companies near me	49.8	35.0

What the numbers say

- ✓ The site now shows much higher on Google on average
- ✓ A bigger share of people who see it click through
- ✓ A local search for one clinic town now ranks near the top

Want results like this?

Book a free call. We will look at your website, your clinic profiles and your goals, and tell you what we would do first.

Book a Free Call

Email: social@offshoremarketers.com
US phone: +1 201 293 6876
Website: offshoremarketers.com

About this report

Data was pulled on 12 November 2026 from the client's Google Search Console. Screenshots are unedited, apart from cropping and the yellow circles we added. The client's name is withheld under NDA.