SEO case study

Red Fox Medical Courier SEO: Google clicks doubled for a medical courier after new location pages

SEO and web development | Medical courier | Tampa, Florida and 8 US states

Red Fox Medical Courier delivers specimens, medicines and medical equipment for hospitals, labs and pharmacies across eight US states, from its base in Tampa, Florida. In October 2025 Offshore Marketers built location pages for the cities it serves and tightened its on-page SEO. By the first quarter of 2026, Google clicks had doubled.

7.72K to 15.5K	18 to 10	+90%
Google clicks a quarter	Average Google position	Search impressions

Industry	Market	Service
Medical courier	Tampa, Florida and 8 US states	SEO and web development

The goal

Get found in every city the company serves.

- Give each service city its own page
- Rank for medical courier searches, not just the brand name
- Make every page clear to Google

What we did

We built out the site's local pages in October 2025.

1. **Location pages**
   Created a page for each city the company serves.

2. **Location content**
   Wrote unique content for every location page.

3. **Headings and links**
   Updated H1 headings and linked the location pages together.

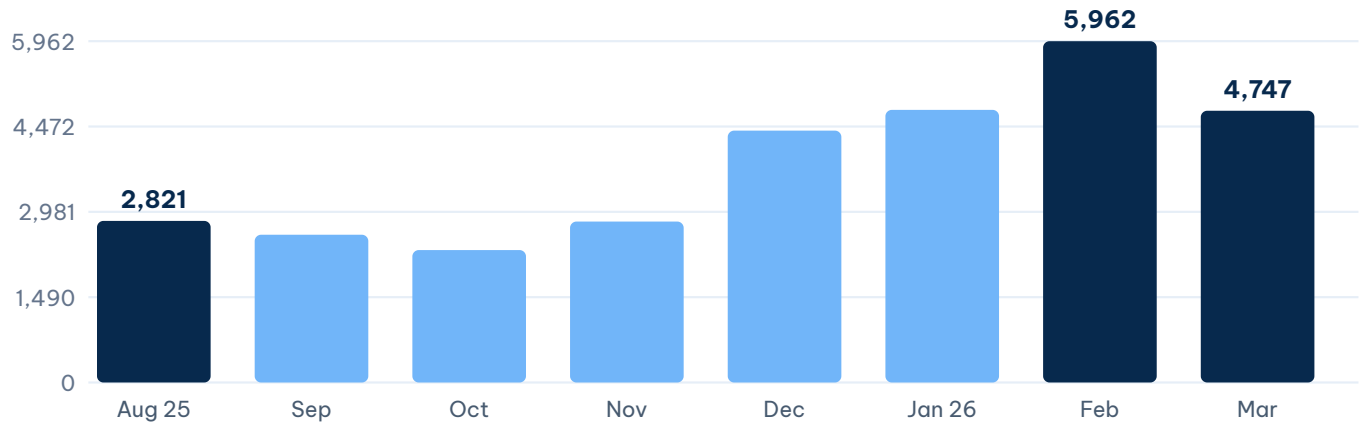
4. **Titles and descriptions**
   Wrote new page titles and meta descriptions across the site.

The results

Comparing August to October 2025 with January to March 2026, Google clicks grew from 7.72K to 15.5K.

Measure	Aug to Oct 2025	Jan to Mar 2026
Google clicks	7.72K	15.5K
Search impressions	65.7K	125K
Click-through rate	11.7%	12.4%
Average position	18	10

Monthly Google clicks



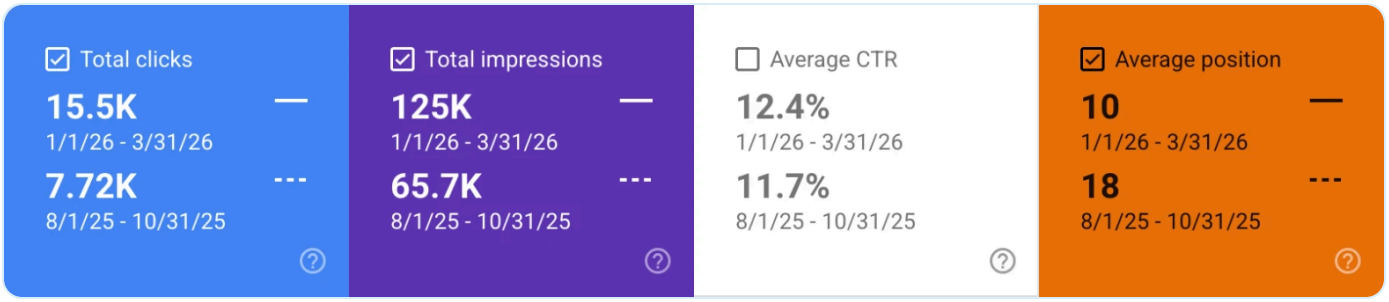
Source: Google Search Console, redfoxmedicalcourier.com, August 2025 to March 2026.

What it adds up to

Clicks stayed above the starting level in every month that followed, at 2,600 to 4,700 a month.

The proof

Screenshots from the live accounts and tools behind this case study.



Google Search Console: January to March 2026 against August to October 2025.

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About this report

Clicks, impressions and positions come from Google Search Console for redfoxmedicalcourier.com. Work completed comes from our project records.