

PLASTIC SURGERY &amp; MED SPA · HOUSTON, TX

# The Rescue: Reversing an 85% Traffic Collapse

A Houston cosmetic practice · 4× growth within five months · measured in Google Search Console

**4.1×**monthly organic clicks  
(297 → 1,216)**4.0×**search impressions  
(27K → 109K)**35 → 16**average Google  
position

## THE CHALLENGE

At takeover in late 2025, the practice's website was in active decline — impressions had fallen from ~200,000/month to ~27,000 over six months, and average position had drifted from 39 into the 40s and 50s. Clicks had nearly halved. The trend pointed straight down.

## WHAT WE DID

- **Diagnosed the root cause** — found what eroded index coverage and rankings (the prerequisite to any growth).
- **Technical & schema repair** — MedicalBusiness/LocalBusiness, Service, FAQ schema; index hygiene; on-page fixes.
- **Procedure-level content** — treatment pages aligned to "[procedure] Houston" intent.
- **Local & AI-first visibility** — map results, AI Overviews, and answer engines for procedure queries.

## THE RESULTS

| METRIC                     | PRE-ENGAGEMENT LOW | AFTER (APR 2026) | CHANGE       |
|----------------------------|--------------------|------------------|--------------|
| Organic clicks / month     | 297                | <b>1,216</b>     | <b>+309%</b> |
| Search impressions / month | 27,386             | <b>109,058</b>   | <b>+298%</b> |
| Average Google position    | 35.3               | <b>15.9</b>      | <b>-19</b>   |

The slide bottomed out at takeover and reversed within two months. Turning a declining site around is harder than growing a healthy one — proof of a team that diagnoses, not just publishes.

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## RESULTS DRIVEN MARKETING

Source: Google Search Console (via Windsor.ai), June 2026. Cosmetic search is seasonal — trajectory, not any single month, is the story. Individual results vary.