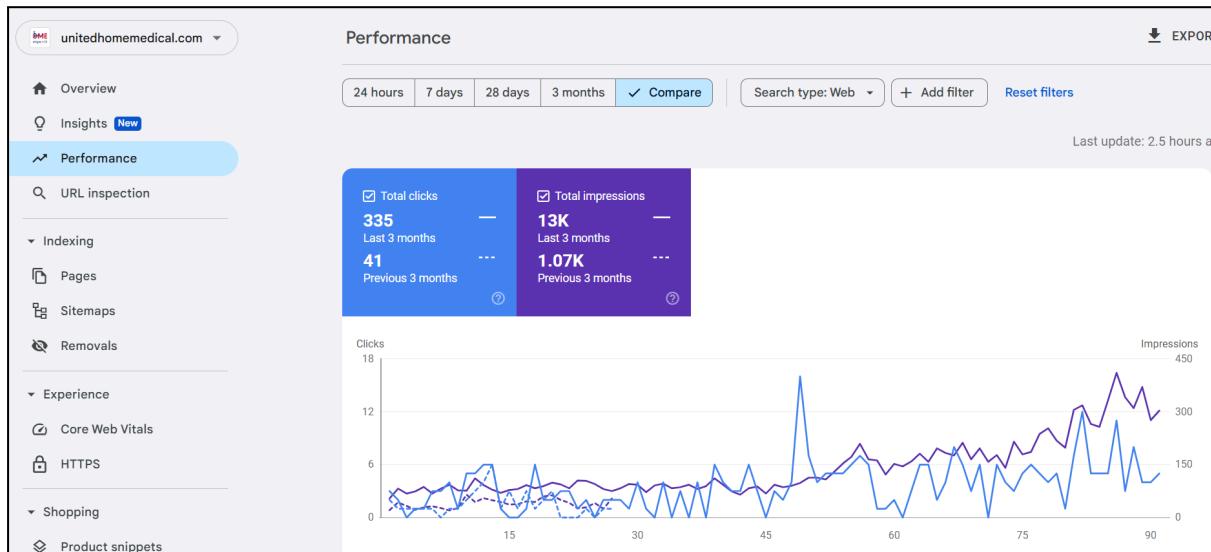


United Home Medical – Performance Report (Previous 3 Months)

Period: April 27, 2025 – July 25, 2025

1. Google Search Console Data:



Key Metrics Overview

Total Clicks:

- 335 clicks (\uparrow from 41) – Over 700% growth

Total Impressions:

- 13,000 impressions (\uparrow from 1,070) – Over 1100% increase

Performance Insights

The website has shown dramatic improvement in both impressions and clicks, indicating a significant boost in search engine visibility.

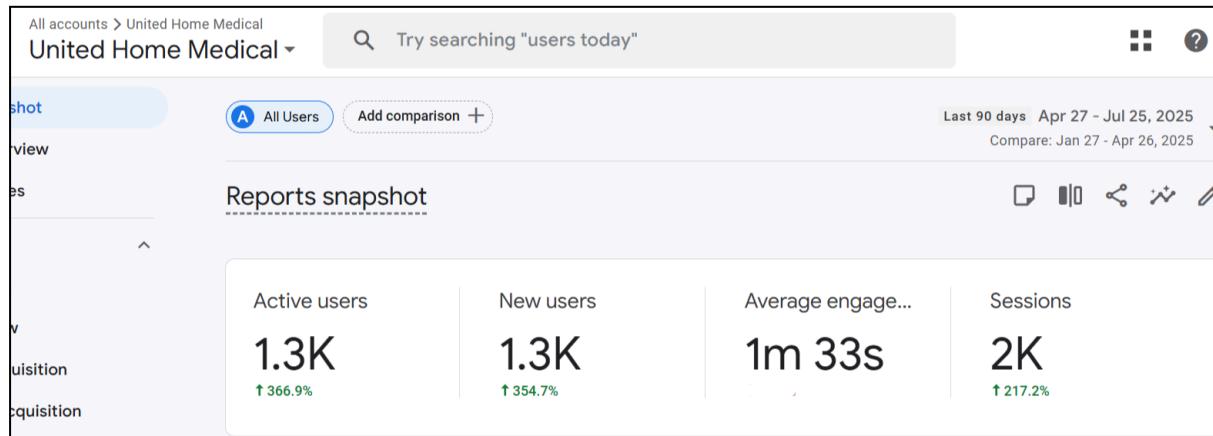
Continuous upward trends on the performance graph demonstrate increased brand presence and growing interest from users.

SEO enhancements, including optimized content, improved meta data, and stronger keyword targeting, have directly contributed to this surge.

Conclusion

The last 3 months reflect strong organic growth driven by effective SEO strategies. The 700%+ rise in clicks and 1100%+ rise in impressions clearly validate the success of the optimization efforts. United Home Medical is now achieving significantly better reach and engagement on Google Search.

2. Google Analytics Data:



Key Performance Highlights

- **Active Users:** 1.3K (↑ 366.9%)
- **New Users:** 1.3K (↑ 354.7%)
- **Total Sessions:** 2K (↑ 217.2%)
- **Average Engagement Time:** 1 minute 33 seconds

Analysis & Insights

Over the last 90 days, there has been substantial growth in user engagement and traffic metrics driven by the SEO strategies implemented. Here's a breakdown of the impact:

- **User Growth:** A remarkable increase of over **350%** in both active and new users reflects enhanced visibility in organic search and improved keyword targeting.
- **Session Growth:** Sessions rose by **217.2%**, indicating more visitors are discovering and engaging with the site through search engines.
- **Engagement Time:** The average session duration of **1 minute 33 seconds** shows that users are interacting with content more meaningfully.

Conclusion

The SEO campaign executed for United Home Medical has delivered outstanding results in just three months. Traffic has significantly increased, brand visibility has improved, and user engagement metrics confirm that visitors are finding the content relevant and valuable. These results reflect a successful phase of organic growth and establish a strong foundation for continued performance.

3. Traffic Acquisition Report Summary

All accounts > United Home Medical

United Home Medical

Traffic acquisition: Session primary channel group (Default Channel Group)

	Session primary...Channel Group	+	Sessions	Engaged sessions	Engagement rate	eng...
<input checked="" type="checkbox"/>	Total		1,981 100% of total	1,722 100% of total	86.93% Avg 0%	
<input checked="" type="checkbox"/>	1 Organic Search		693 (34.98%)	618 (35.89%)	89.18%	
<input checked="" type="checkbox"/>	2 Paid Search		544 (27.46%)	517 (30.02%)	95.04%	
<input checked="" type="checkbox"/>	3 Direct		437 (22.06%)	327 (18.99%)	74.83%	
<input checked="" type="checkbox"/>	4 Organic Social		102 (5.15%)	83 (4.82%)	81.37%	
<input checked="" type="checkbox"/>	5 Organic Shopping		83 (4.19%)	68 (3.95%)	81.93%	

Top Traffic Sources Breakdown

1. Organic Search

- **Sessions:** 702 (35.19% of total traffic)
- **Engaged Sessions:** 627
- **Engagement Rate:** 89.32%
- **Avg. Engagement Time:** 1m 25s
- *Insight:* Organic search is the top-performing channel, driving the highest volume of engaged users with strong retention and engagement time. SEO efforts are clearly delivering results.

2. Paid Search

- **Sessions:** 541 (27.12%)
- **Engaged Sessions:** 514

- **Engagement Rate:** 95.01%
- **Avg. Engagement Time:** 49s
- *Insight:* Paid campaigns are performing well in terms of engagement rate but with slightly lower time on site. Still a high-converting source.

3. Direct Traffic

- **Sessions:** 441 (22.11%)
- **Engaged Sessions:** 329
- **Engagement Rate:** 74.6%
- **Avg. Engagement Time:** 28s
- *Insight:* Direct visits are moderate, but lower engagement time suggests users might not be as intent-driven as organic or paid search users.

4. Organic Social

- **Sessions:** 102 (5.11%)
- **Engaged Sessions:** 81
- **Engagement Rate:** 79.41%
- **Avg. Engagement Time:** 56s
- *Insight:* Social traffic provides good support to overall strategy. Engagement is healthy and shows social media is attracting relevant traffic.

5. Organic Shopping

- **Sessions:** 88 (4.41%)
- **Engaged Sessions:** 72
- **Engagement Rate:** 81.82%
- **Avg. Engagement Time:** 2m 24s
- *Insight:* While traffic volume is low, Organic Shopping delivers the **highest average engagement time**, indicating highly interested users.

Conclusion

Organic Search continues to be the **primary driver of high-quality traffic**, complemented by well-performing Paid Search. The SEO strategy is effectively attracting and retaining relevant users. Social and Shopping channels are valuable contributors with niche impact, and opportunities exist to scale those further.

4. Ranking

<https://docs.google.com/document/d/1zJBGscT7l01axC2wE0wcxg43WmiKTfs5o5FxwqDhw2w/edit?usp=sharing>

Over the past month, we have seen steady and meaningful improvements in keyword rankings for your website. Some high-priority keywords that were previously not ranked (NR) have now gained visibility, entering the top 10, top 20, and even top 5 positions. This positive shift reflects the impact of our ongoing SEO efforts, including content optimization, technical enhancements, and local search

targeting. The increased keyword visibility indicates stronger organic presence and improved potential for driving targeted traffic to your website.

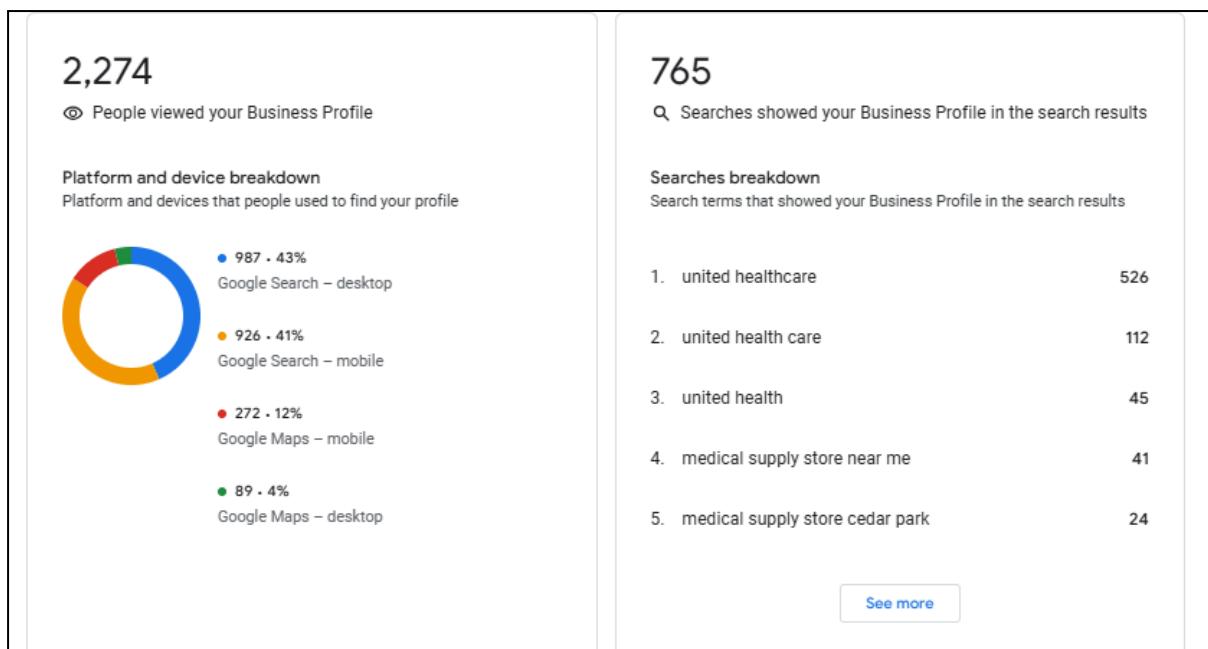
5. Google Business Page Performance

Overview

From April to July 2025, Business Profile interactions steadily increased, reaching a total of 583. Notable growth occurred in June and July, reflecting the positive impact of implemented SEO strategies on user engagement and online visibility.

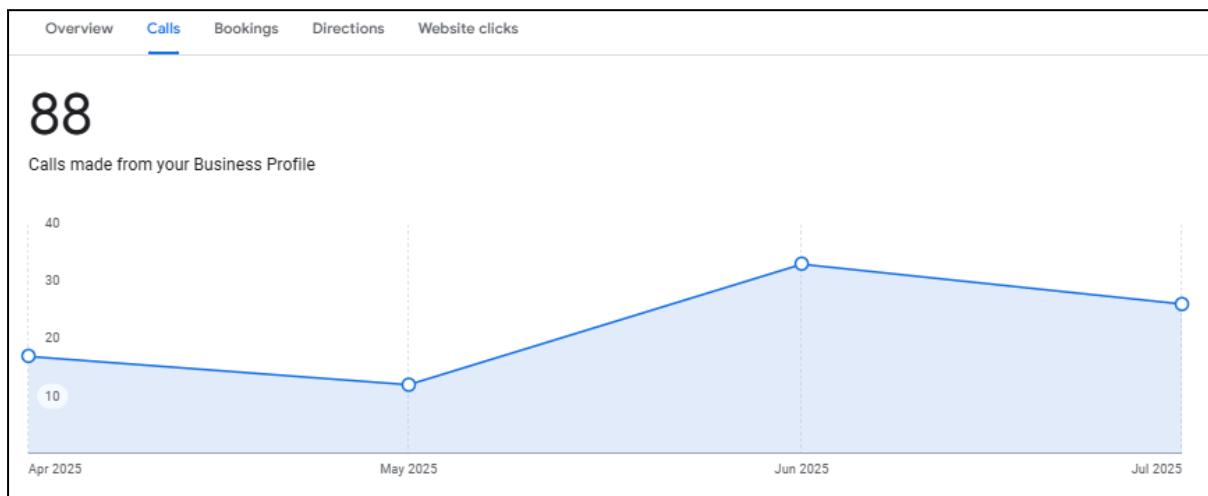


Between April and July 2025, the Business Profile received 2,303 views. Most visitors came from Google Search on desktop (43%) and mobile (41%). Top search terms included "united healthcare" and "medical supply store near me," showing strong brand visibility.



Calls

From April to July 2025, a total of 89 calls were made from the Business Profile. Call activity increased notably in June, indicating improved customer interest following SEO efforts. July maintained strong performance, with engagement remaining above earlier months.



Direction

From April to July 2025, there were 200 direction requests from the Business Profile. Consistent monthly growth reflects increased local interest and improved visibility in local search. July saw the highest number, showing strong customer intent to visit the location.

198

Direction requests made from your Business Profile



Website Clicks

Between April and July 2025, the Business Profile received 294 website clicks. Steady performance in April and May was followed by a sharp increase in June, demonstrating higher user interest and effective SEO performance driving traffic to the website.

289

Website clicks made from your Business Profile

