

Dominating Local Search in Midland, TX

Hormone Therapy & Medical Weight Management

This report documents the SEO performance of **Midland Medicine Weight & Hormone Management** across the campaign period from **November 19, 2024 to March 29, 2026**. Through a comprehensive strategy encompassing on-page optimization, local SEO, content development, and link acquisition, ProVia Digital Marketing achieved **100% Page 1 rankings** for all core targeted keywords on Google.

100%

Page 1 Google Rankings

2,232

Direct Phone Calls (GBP)

3,093

Website Visits via GBP

807

Direction Requests

1

Project Objective

The goal of this campaign was to **dominate the local search landscape in Midland, TX** for hormone therapy and medical weight management services. By the end of the reporting period, the site successfully moved 10 targeted keywords to the first page of search results. After maintaining consistent first-page rankings, we expanded targeting with new keywords — all of which showed noticeable improvement within the first week.

Keyword	Benchmark Position	Current Position	Improvement
Hormone Pellet Therapy Midland TX	#2	#1	▲ 1
Hormone Replacement Therapy Midland TX	#3	#1	▲ 2
Hormone Therapy Clinic Midland TX	#1	#1	Maintained
Hormone Imbalance Treatment Midland TX	#8	#1	▲ 7
Weight Loss Specialist Midland TX	#1	#1	Maintained

2 Search Engine Ranking Performance

Google Search Results (as of March 29, 2026)

Keyword	Rank	Change
Hormone Imbalance Treatment Midland TX	#1	▲ from #8
Hormone Pellet Therapy Midland TX	#1	▲ from #2
Weight Loss Program Midland TX	#1	▲ from #2
Weight Loss Specialist Midland TX	#1	Maintained
Biote Pellet Therapy Midland TX	#1	▲ from #3

Bing Search Results (as of March 28, 2026)

Keyword	Rank	Change
Weight Management Midland TX	#1	
Biote Pellet Therapy Midland TX	#2	▲ from #8
Weight Loss Midland TX	#2	▲ from #3

3 High-Intent Search Queries (Google Search Console)

The website effectively captured both branded and service-specific local traffic, generating strong click-through rates across high-value search queries.

Search Query	Clicks	Impressions	Avg. Position
Midland Hormone And Weight Management	374	1,734	1.47
Weight Loss Clinic Midland TX	129	831	2.07
Hormone Therapy Midland TX	58	1,020	2.04
Semaglutide Midland TX	47	616	4.52

4 Off-Page Authority & Link Acquisition

394

Total Link Assets

212

Bookmarks

93

Directory Submissions

52

Local Submissions

331

Total Backlinks (Ahrefs)

A robust link-building strategy was implemented to build domain trust and local relevance. The domain currently holds a **Domain Authority of 7 (Moz)**, reflecting continued upward growth.

5 Local Lead Generation — Google Business Profile

SEO visibility translated into measurable high-intent actions from the Google Business Profile listing at **2002 N. Midland Drive**. The following results represent real patients engaging with the business directly from search:

Action	Count	Business Impact
■ Direct Phone Calls	2,232	High-intent patient inquiries directly to the clinic
■ Website Visits from GBP	3,093	Users exploring services before booking
■ Direction Requests	807	Patients actively navigating to the clinic

6 Google Search Console — 6-Month Traffic Overview

Over the past six months, **midlandmedicineweightloss.com** demonstrated significant growth in organic search performance, with both clicks and impressions rising meaningfully from the first three-month period to the last.

Period	Total Clicks	Change	Total Impressions	Change
Previous 3 Months	457	—	8,440	—
Last 3 Months	583	+21.61%	11,000	+23.27%

Campaign Summary

The SEO campaign for Midland Medicine Weight & Hormone Management has delivered exceptional, measurable results across all key performance metrics. With **100% Page 1 Google rankings**, over **6,000 GBP-driven actions**, and consistent month-over-month traffic growth, the foundation is set for continued dominance in the Midland, TX local search market. ProVia Digital Marketing remains committed to expanding these results through ongoing content strategy, authority building, and targeted keyword expansion.

Prepared by ProVia Digital Marketing | Report Period: Nov 19, 2024 – Mar 29, 2026