

SEO CASE STUDY

Hand Therapy Clinic Sydney Commercial SEO Performance

A client-ready case study focused on allied-health search visibility, commercial-intent keywords, local discovery and estimated patient enquiries.

Website
handtherapyclinicsydney.com.au

Reporting period
Last 16 months

18,081

ORGANIC CLICKS

2,835

COMMERCIAL CLICKS

142

ESTIMATED LEADS

2.43M

IMPRESSIONS

Lead estimates use the source document's benchmark model: commercial organic clicks x 5%. They are estimates, not confirmed CRM, call-tracking or form-submission data.

CASE STUDY OVERVIEW

Organic search generated meaningful visibility across local, clinic and treatment-led hand therapy queries.

18,081

ORGANIC CLICKS

2,835

COMMERCIAL CLICKS

142

ESTIMATED LEADS

2,426,787

IMPRESSIONS

Main results

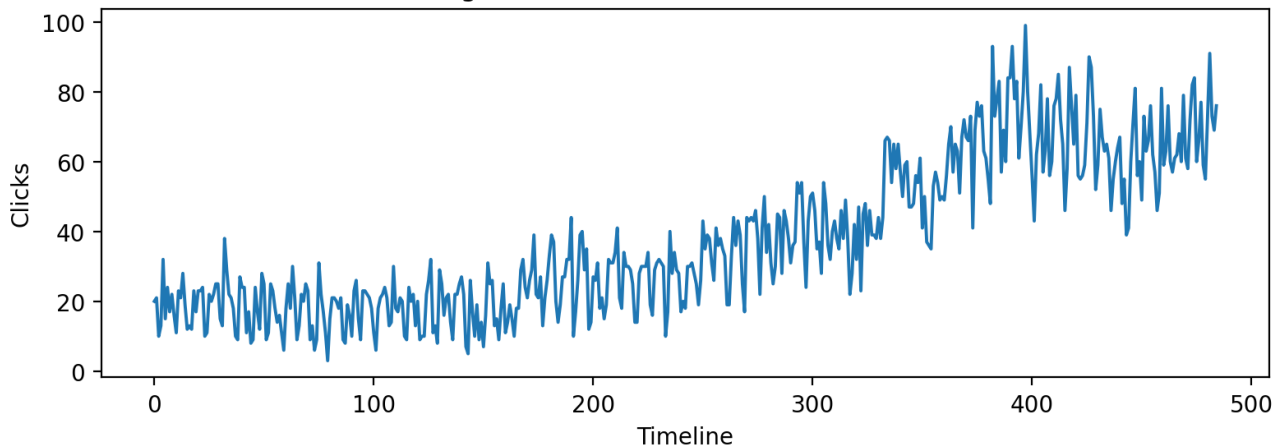
- ✓ 2,835 clicks came from commercial or local hand therapy terms.
- ✓ Commercial searches represented approximately 15.7% of total organic clicks.
- ✓ High-intent visibility centered on hand therapy, hand physio, hand therapist, clinic, near-me and Sydney searches.
- ✓ Broad informational symptom searches were reviewed but not used as the main lead-estimate driver.

Measurement model

2,835 commercial clicks x 5% = approximately 142 estimated leads.

No comparison period was supplied, so this case study does not claim a Search Console growth percentage.

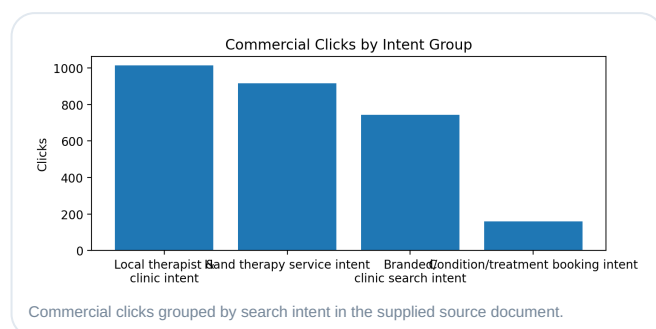
Organic Clicks Trend - Last 16 Months



Organic clicks trend from the source case study - last 16 months.

COMMERCIAL QUERY BREAKDOWN

Local therapist and clinic searches formed the largest commercial-intent segment.



Intent group	Clicks	Impressions	Est. leads
Local therapist and clinic intent	1,014	35,215	51
Hand therapy service intent	917	58,260	46
Branded / clinic search intent	744	3,878	38
Condition / treatment booking intent	160	24,289	8

TOP COMMERCIAL KEYWORDS

Query	Clicks	Impressions	Avg. Pos.	Intent
hand therapy clinic sydney	438	1,475	1.45	Branded / clinic
hand physio	208	6,520	10.98	Hand therapy service
hand therapy sydney	193	1,427	1.98	Local therapist / clinic
hand therapy	130	8,530	24.18	Hand therapy service
hand therapist	121	3,689	14.53	Hand therapy service
hand physiotherapist	117	4,441	11.72	Hand therapy service
hand therapist sydney	111	3,169	5.98	Local therapist / clinic
hand physio near me	91	3,307	5.63	Local therapist / clinic
hand physio sydney	91	681	7.21	Local therapist / clinic
susan tran hand therapist	91	194	1.06	Branded / clinic
hand physiotherapist near me	84	3,199	8.38	Local therapist / clinic
susan tran	78	304	3.65	Branded / clinic

Strongest high-intent examples: "hand therapy clinic sydney" generated 438 clicks at an average position of 1.45; "hand therapy sydney" generated 193 clicks at 1.98; branded therapist terms also ranked prominently in the supplied query set.

TOP ORGANIC PAGES REVIEWED

Organic discovery combined the clinic homepage with high-volume condition and hand-pain content.

Page	Clicks	Impressions	Avg. Position
Homepage	5,577	196,360	18.31
/what-causes-a-lump-on-palm-of-hand/	2,219	286,147	4.70
/what-causes-swelling-in-hands-and-feet/	1,193	334,285	8.09
/how-to-reduce-swelling-in-the-hands-naturally/	686	146,203	6.59
/how-to-get-rid-of-lump-in-palm-of-hand/	561	118,624	5.49
/tips-for-avoiding-mobile-phone-thumb-pain/	529	63,055	12.80
/how-to-relieve-hand-pain-from-overuse-and-repetitive-strain/	407	80,740	6.92
/hand-therapy-ball-for-strength-recovery/	400	49,005	5.70

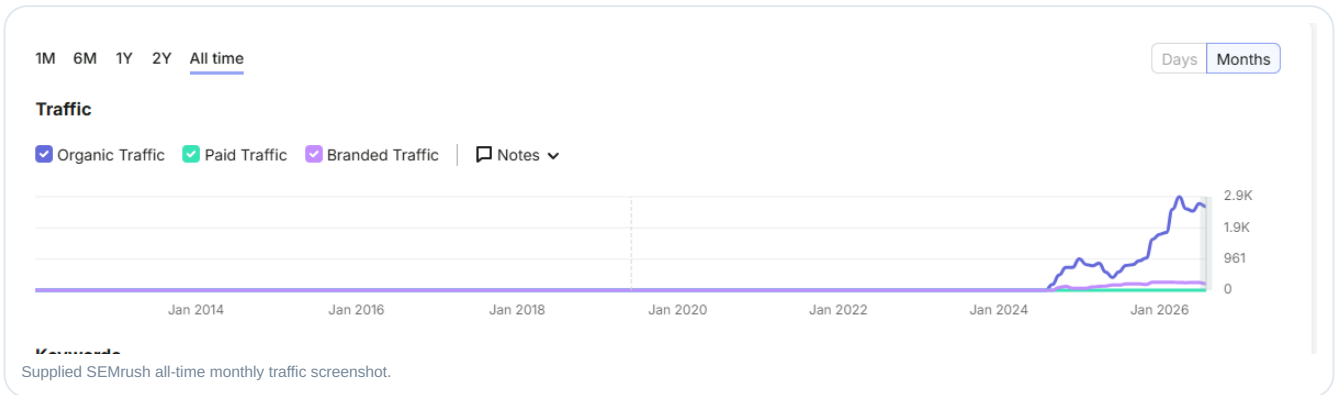
SEO STRATEGY APPLIED

SEO activity	How it supported results
Commercial keyword targeting	Focused the strategy around hand therapy, hand physio, hand therapist, clinic, near-me, Sydney and treatment-related searches.
On-page SEO improvements	Optimised page titles, headings, meta descriptions, clinic/service-page structure and internal relevance signals.
Technical SEO support	Improved crawlability, indexation hygiene, page structure and the technical foundations needed for organic visibility.
Local SEO alignment	Strengthened local relevance for clinic, Sydney, nearby-service and appointment-intent queries.
Content and service-page optimisation	Supported high-intent landing pages and educational condition content while keeping lead estimates focused on commercial queries.
Internal linking and conversion focus	Improved pathways from informational pages to relevant service, appointment and contact pages.

Interpretation: The source shows a dual SEO role: condition-led content attracted broader discovery, while service, local and clinic queries provided the stronger appointment-intent segment used for the lead estimate.

SEMRUSH SUPPORTING SCREENSHOT

The all-time traffic trend adds long-run third-party context to the case study.



What the chart shows

The visual shows very limited visibility before 2023, followed by a clearer organic presence through 2024 and 2025, a pronounced spike, and a higher recent level entering 2026.

Context, not direct attribution

This SEMrush chart is third-party estimated data. It supports the visual story of search visibility, but the Search Console lead estimate remains based on the supplied 2,835 commercial clicks rather than SEMrush traffic.

CURRENT VISIBILITY SNAPSHOT

SEMrush adds authority, keyword-footprint, backlink and AI-search visibility context.

2.6K

ORGANIC TRAFFIC

8K

ORGANIC KEYWORDS

59

REF. DOMAINS

266

BACKLINKS

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
 14	9	241
 ChatGPT	2	11
 AI Overview	3	170
 AI Mode	3	94
 Gemini	1	22

SEO

Authority Score 	Organic Traffic 	Paid Traffic 	Ref.Domains 
17  Average	2.6K  -3.3%	0	59
Traffic Share 	Organic Keywords 	Paid Keywords 	Backlinks 
 3%	8K  +4.7%	0	266

Supplied SEMrush overview screenshot.

14

AI VISIBILITY

9

AI MENTIONS

241

CITED PAGES

17

AUTHORITY SCORE

SEO snapshot

The screenshot reports **2.6K organic traffic (-3.3%)**, **8K organic keywords (+4.7%)**, 59 referring domains, 266 backlinks and an Authority Score of 17. Paid traffic and paid keywords are both shown as zero.

AI-search snapshot

AI Visibility is shown as 14, with 9 mentions and 241 cited pages. The panel includes activity across ChatGPT, Google AI Overview, AI Mode and Gemini.

CASE STUDY SUMMARY

A search footprint aligned with local discovery, specialist services and patient appointment intent.

Hand Therapy Clinic Sydney generated **18,081 organic clicks** and **2,426,787 impressions** during the source period. The commercially focused segment contributed **2,835 clicks**, equating to approximately **142 estimated leads** under the stated 5% benchmark.

18,081

ORGANIC CLICKS

2,835

COMMERCIAL CLICKS

142

ESTIMATED LEADS

15.7%

COMMERCIAL SHARE

KEY TAKEAWAY

The strongest business value came from local therapist, hand therapy service and branded clinic searches. Informational content supported broader organic discovery, while the commercial segment provides the clearest portfolio evidence of appointment-intent visibility. SEMrush screenshots are included as supporting third-party context rather than as a substitute for Search Console measurement.