



Pearce Health

Pearce Health is an online medical clinic based out of Utah, specializing in medical weight management, skin care services, and medical cards. With over 13 years of experience, Stacie Pearce, NP, and her dedicated team bring expertise and care to every client. They are the affordable healthcare solution to help you live your best life.

CHALLENGE

Pearce Health primarily relied on word-of-mouth recommendations, but recognized a need to expand their online presence. They enlisted our help to establish a digital presence through reputation management and SEO optimization. We also developed blog content and a social media marketing strategy to build their online presence.



PearceHealth

“Green House has been great to work with! They took the time to teach us along the way and they really tailored their fertilizer package to meet our specific needs. We love the results we’ve seen. I highly recommend them!”

Stacie Pearce

CEO





SOLUTION

The fertilizer package encompasses comprehensive on-page Search Engine Optimization (SEO), Local SEO, social media, and paid media audits.

- Created a marketing strategy centered around their main service product - compounded weight loss medication.
- Fully optimized their Google Business Profile to improve search rankings and offer a clear picture of services to prospective clients.
- Conducted keyword research and SERP analysis to identify areas of opportunity in marketing, website optimization, and social media.
- Performed social media and paid media audits and provided specialized recommendations based on findings.
- Optimized 10 website pages, including writing 6 blogs to boost website traffic.
- Created a tailored content calendar and social media marketing strategy.



KEY RESULTS



Reputation Management

- **Increased GBP interactions by 48.8% compared to the same time period last year.**
- **Optimized GBP by listing services, optimizing descriptions, and posting content.**



SEO

- **Optimized 10 pages of their website with keywords**
- **7 New Blogs that increased impressions**

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.