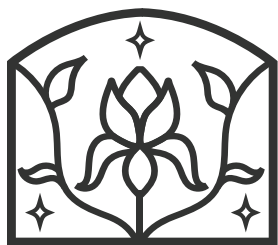


Utah Marriage & Family Therapy Clinic

UMFT Clinic provides evidence-based, systems-oriented therapy using proven marriage and family therapy (MFT) methodologies. They also train the next generation of ethical, well-prepared MFT clinicians through modern, research-backed approaches. Committed to destigmatizing mental health, UMFT Clinic aims to make therapy a trusted and accessible path to improving lives, strengthening families, and supporting communities.



UTAH
MARRIAGE
& FAMILY
THERAPY CLINIC

CHALLENGE

UMFT Clinic lacked a strong digital presence and cohesive brand identity. Their website was outdated and under-optimized for search, they had little visibility through paid media, and their reputation management tools were not being fully leveraged. These issues led to low lead generation and minimal client engagement.

“

Green House refined a lot of our startup stuff, which I'm really grateful for. The foundation they provide is truly great.

”

UMFT Clinic Team



SOLUTION

- Developed a **full brand package**, including logos, colors, typography, and a detailed branding guide.
- Designed a **custom WordPress website** with 10+ optimized, mobile-friendly pages.
- Executed a **paid media strategy** for Meta and Google platforms, including targeting, creative, and ongoing optimization.
- Created and implemented a **social media engagement plan** aligned with ideal client personas.
- Updated and optimized UMFT's **Google Business Profile** with Q&A, photos, directory syncing, and regular posting.
- **Built dashboards and reporting tools** to track web, ad, and lead generation performance in real



KEY RESULTS

- **Website & SEO:** Significantly improved search visibility with optimized pages and mobile design.
- **Reputation Management:** Enhanced Google presence with regular updates, improved content, and review strategy.
- **Paid Media:** New ad campaigns launched on Meta and Google, increasing traffic and lead generation.
- **Lead Generation:** Landing page contributed to measurable conversion growth through strategic testing.
- **Brand Identity:** Professional, unified brand now consistent across all platforms and touchpoints.

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.

