Pivotal Point
MARKETING

ZEAM HEALTH & WELLNESS
BEHAVIORAL HEALTH

MULTI-YEAR BEHAVIORAL HEALTH CASE STUDY

Search visibility that grew through a merger, a rebrand, and a full domain migration

PACIFIC HEARTWOOD WELLNESS TO ZEAM HEALTH & WELLNESS | CLIENT SINCE 2023

SEO | GEO | CONTENT | WEB | LOCAL | CRM REPORTING

Portfolio Case Study

A Long-Term Brand Stewardship Story

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THE CHALLENGE

We took on a Sacramento psychiatry practice one month into operating at its current address. Five months later it entered a merger, a rebrand, and a full domain migration, exactly the conditions in which search visibility most often resets.

THE STRATEGY

Insulate and compound the brand's search authority through every stage of the merger: scale the digital footprint from one to three locations, expand a single specialty into three clinical service lines, and keep growing visibility in a highly competitive market.

THE RESULT

Instead of resetting during the transition, the search footprint established a much higher baseline and kept expanding through normal search volatility.

33x
MONTHLY CLICKS OVER TWO AND A HALF YEARS

419x
MONTHLY IMPRESSIONS, SAME WINDOW

PROJECT TRANSFORMATION AT A GLANCE

BRAND INTEGRATION
Pacific Heartwood Wellness to Zeam Health & Wellness

GEOGRAPHIC FOOTPRINT
1 location to 3 local markets: Sacramento, Roseville, Folsom

SERVICE DIVERSITY
Psychiatry focus to 3 clinical service verticals

DIGITAL PLATFORM
Legacy website to full domain and platform migration

MARKETING SCOPE
SEO engagement to SEO, GEO, content, web, local, and CRM reporting

Starting Point: Pacific Heartwood Wellness

One location, one month at the address, one specialty

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THE STARTING LINE

When Pacific Heartwood Wellness came on board, it had been open at its Sacramento address for exactly one month, new enough that the client did not know whether the site held any page-one rankings at all.

WHAT WE PRIORITIZED

Psychiatry came first, with visibility built out for PTSD, ADHD, psychotherapy, neurofeedback, and the specific conditions and treatments patients were actually searching for.

WHERE WE BEGAN

Core-page optimization, service content, and local authority building, from a standing start.

1

SACRAMENTO LOCATION

At onboarding

1 mo

AT THE ADDRESS

When the engagement began

401

RANKING KEYWORDS

SpyFu, at onboarding

The Transition: Merger, Rebrand, and Integration

How Pacific Heartwood Wellness became Zeam Health & Wellness without losing momentum

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MONTH FIVE

The merger begins

Five months after onboarding, Pacific Heartwood began merging into Zeam Medical Group. Our scope expanded overnight from SEO into full change management. A website mid-migration is when momentum is easiest to lose.

MONTH SIX

Announcement live

We defined a single Zeam Health & Wellness brand position out of multiple owners' input, preserved the calming brand cues Pacific Heartwood had earned, and coordinated the public announcement.

MONTHS NINE AND TEN

Cutover and redirects

Site cutover, with the redirect map planned and approved before the domain moved. Google Business Profile and citation updates sequenced to land after the redirects.

THE PLATFORM

HIPAA Vault managed WordPress

Forms and Twilio SMS integrated, every plugin-dependent piece coordinated around the compliant hosting environment. Healthcare content handled like healthcare content from day one.

THE ARCHITECTURE

One brand, three paths

Mental health, primary care, and aesthetics each got a clear, distinct path for a visitor, without splintering into three disconnected brands.

THE CONTENT

Carried over, not copied over

Pacific Heartwood's content transferred and rewritten, new service and landing pages built for the expanded offering, brochures and social assets aligned to the new brand.

Organic Search Visibility Expanded Nearly 10x

A durable search footprint through rebrand, migration, and multi-location growth

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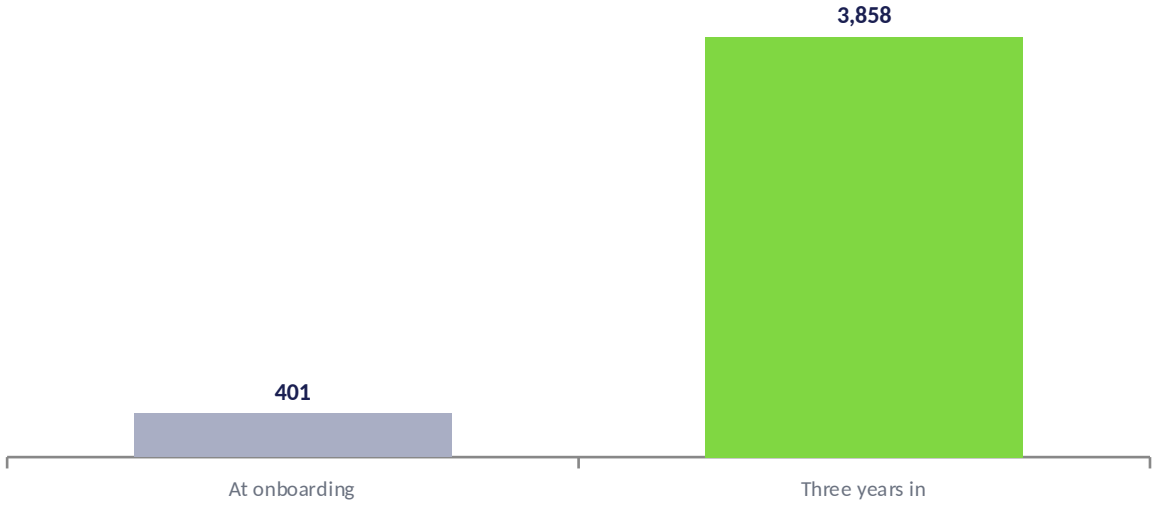

SpyFu organic keyword estimates, onboarding to three years in. The footprint grew through the merger, the domain migration, and the expansion to three markets and three service lines.

9.6x

ORGANIC KEYWORD FOOTPRINT

401 to 3,858 ranking keywords

3 + 3

MARKETS AND SERVICE VERTICALS

Sacramento, Roseville, Folsom; mental health, primary care, aesthetics

Beyond Search: The Same Authority, a New Channel

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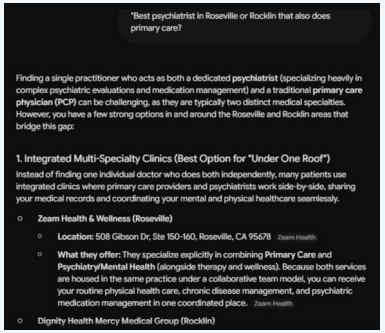
Patients increasingly ask AI assistants for care recommendations before they open Google

Asked for psychiatry plus primary care in Roseville, with no business named in the prompt, all three assistants listed Zeam first. ChatGPT explained why, echoing the integrated-care positioning used throughout Zeam's content.

GEMINI | FIRST RECOMMENDATION

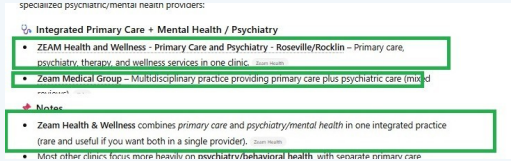
SIGNED-OUT INCOGNITO



Prompt: "Best psychiatrist in Roseville or Rocklin that also does primary care?"

CHATGPT | FIRST LISTING

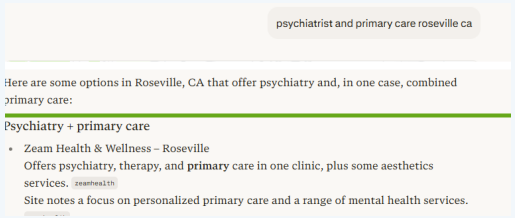
SIGNED-OUT INCOGNITO



"Zeam Health & Wellness combines primary care and psychiatry/mental health in one integrated practice"

PERPLEXITY | FIRST LISTING

SIGNED-OUT INCOGNITO



Prompt: "psychiatrist and primary care roseville ca"

CAPTURES TAKEN IN SIGNED-OUT SESSIONS WITH NO BRAND NAMED IN THE PROMPT

On Copilot, We Can Count It

Microsoft Clarity reports how often Copilot cites Zeam's articles as a source

The previous page shows where Zeam appears when patients ask AI for a provider. On Copilot, we can measure it. Patients ask general questions long before they choose a provider, like when to see a primary care doctor versus a mental health specialist, and Copilot answers with the articles our writers build with Zeam's providers.

COPILOT | CITATIONS

MICROSOFT CLARITY REPORT

938

AI CITATIONS IN ONE WEEK

Seven Zeam articles were cited that week, led by a single article cited 345 times.

COPILOT | SHARE OF AUTHORITY

MICROSOFT CLARITY REPORT

27%

OF EVERY CITATION ON THOSE QUESTIONS

More than one in four sources Copilot cited for these patient questions was a Zeam article.

COPILOT | NON-BRANDED

MICROSOFT CLARITY REPORT

100%

FROM QUESTIONS THAT NEVER NAMED ZEAM

Patients asked about their care, not about Zeam. Copilot chose Zeam's content on its own.

MEASURED IN MICROSOFT CLARITY'S COPILOT CITATION REPORT OVER A SEVEN-DAY WINDOW

Behavioral Health Requires Operational Judgment

What a general agency routinely overlooks in this category

01

RESTRICTED CATEGORY

Behavioral health sits within Google's restricted healthcare and sensitive-health advertising categories. The work requires a team that understands patient acquisition, platform policy, and the privacy boundaries around health data.

02

CLINICAL CONTENT

No generic medical fluff. Every piece covering complex modalities, including psychiatry, TMS, and Spravato, is built on direct provider insight, so it satisfies both medical reviewers and search quality raters.

03

HIPAA INFRASTRUCTURE

Secure managed hosting, two-factor workflows, and encrypted form capture. We treat the digital footprint like clinical data because it is.

04

RISK MANAGEMENT

When a compliance concern arose, we promptly removed ketamine services from the website and Google Business Profiles, protecting the client's position without waiting for the next reporting cycle.

MARKET AUTHORITY BUILT CITY BY CITY: LOCAL SIGNALS, MAPS, AND REGIONAL LANGUAGE ACROSS SACRAMENTO, ROSEVILLE, AND FOLSOM

Current State: A Durable Search and Intent Engine

Where things stand today, three years in

GOOGLE SEARCH CONSOLE, RECENT MONTH

361K

MONTHLY IMPRESSIONS, WITH 2.83K MONTHLY CLICKS

Well beyond the scale either brand operated at during onboarding or launch. What began as an SEO engagement became a connected patient-acquisition system spanning search, GEO, provider-informed content, multi-location visibility, web design, and CRM reporting.

Search Console, recent month

ADMISSIONS-FOCUSED REPORTING

~250

MONTHLY CONVERSIONS, TRACKED THROUGH TO CRM

We track the path from verified intent, including forms, calls, and SMS inquiries, through CRM-confirmed intake, appointments, and new-patient status. Leadership sees patient-acquisition ROI, not raw phone clicks.

GA4 conversion events and CRM reporting

THREE YEARS IN, THE PLATFORM IS STILL PRODUCING SEARCH DEMAND WHILE ADAPTING TO NEW LOCATIONS, SERVICES, AND PROVIDERS

From Search Visibility to Patient Acquisition

THE RESULT

A one-month-old psychiatry practice became a three-market, three-service-line behavioral health brand whose search footprint grew nearly 10x through a merger, a rebrand, and a full domain migration, the exact conditions in which most sites lose their visibility.

This case study is a multi-year blueprint for scaling a behavioral health brand through structural change without losing search momentum, and for carrying that authority into the AI assistants patients now ask first, where Zeam's own articles are the source AI cites.

CLIENT SINCE 2023 | SACRAMENTO, ROSEVILLE, FOLSOM

THE NUMBERS

9.6x
KEYWORD FOOTPRINT

33x
MONTHLY CLICKS

938
AI CITATIONS IN ONE WEEK

#1
GEMINI, CHATGPT, AND PERPLEXITY LISTING

Long-term brand stewardship for behavioral health.

Pivotal Point MARKETING