Case study

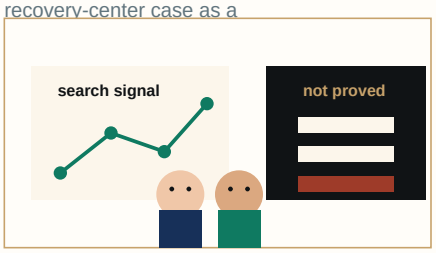
Recovery center: separating search momentum from conversion claims

This recovery center had real search and analytics signals, but leadership needed a safe way to understand what those signals proved. New Reward assembled stored aggregate GSC and GA4 evidence and separated traffic signals from ...

Case-specific proof visual

Recovery measurement truth board

This image shows the recovery-center case as a



- Leadership reviews search momentum without patient data.
- Form-start events stay separate from admissions or calls.
- The proof is aggregate measurement, not conversions.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Measured proof

779

Organic-search sessions: Organic-search sessions within 2,847 channel-attributed GA4 sessions from Apr 6-May 31,...

Client	Industry	Timeframe	Outcome
Anonymized recovery center	**Detox, recovery, and behavioral health**	**April and May 2026 stored GSC/GA4 readout; 12-axis ...**	**Limited aggregate measurement baseline**

Evidence at a glance

Measured result

Traffic signals are visible, conversi...

The useful return is leadership clarity: the team can review search ...

Return proof

ROI proof not claimable yet

Admissions, call outcomes, form submissions, revenue, and cost inputs are not ...

Next evidence

Search momentum baseline

Call and form-submission tracking proof

Proof boundary

This proves an aggregate search and analytics baseline and a separately measured 12-axis visibility-readiness score movement. It does not claim patient outcomes, admissions, call or form submissions, ranking lift, revenue, ROI, or causal ...

Evidence appendix

Evidence, limits, and source notes.

Problem

Measurement and conversion truth was unclear. Search activity existed, but the team could not safely treat traffic, clicks, or form_start events as ...

What New Reward did

New Reward assembled stored Search Console and GA4 evidence, checked the conversion-event boundary, and separated aggregate traffic signals from claims t...

Result

The readout showed 101 GSC clicks, 6,033 impressions, 779 organic-search sessions, and 15 form_start events observed. Stored GA4 conversions were 0, and call/form ...

Why it matters

Leadership can review search momentum without mistaking it for admissions or ROI. That makes the next measurement conversation clearer and safer.

Measured signals

GSC clicks 101	GSC impressions 6,033
Organic-search sessions 779	Visibility readiness 57 â 62
form_start events 15	Stored conversions 0

Work performed

- Reviewed weekly stored Search Console rows for April and May 2026.
- Reviewed stored GA4 aggregate sessions, organic-search sessions, events, and ...
- Recorded that form_start was observed but was not conversion proof.
- Kept patient outcomes, admissions, calls, form submissions, revenue, ROI, ranking...

Caveats

- Do not claim treatment outcomes, patient outcomes, admissions, calls, form submissions, revenue, R...
- form_start and generic click events are not conversion proof.
- The client name remains anonymized until publish approval exists.

What remains bounded

- This proves an aggregate search and analytics baseline and a separately ...
- Do not claim treatment outcomes, patient outcomes, admissions, calls, form ...

Source notes and download path

Download URL:
https://www.newreward.com/cases/recovery-ce...
Public URL:
https://www.newreward.com/cases/recovery-cent...

Proof visual: Recovery measurement truth board

Proof image source:
https://www.newreward.com/marketing...
GSC weekly baseline: Internal anonymized recovery-center Search ...