

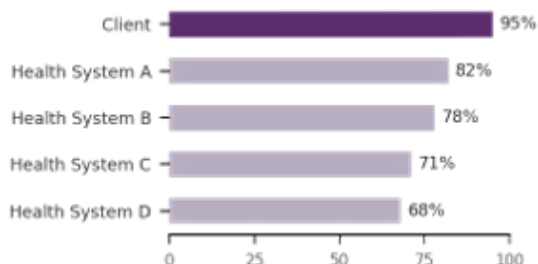


SEO & GEO CASE STUDY

Lodestar Marketing Group built a content-led SEO and Generative Engine Optimization (GEO) strategy for a regional multi-location medical group, helping it outrank much larger health systems inside AI-generated answers.

RESULTS

FAVORABLE AI SENTIMENT



MONTHLY AI
AUDIENCE
REACH
INCREASED
TO 21.5M



#1

RANKING ON EVERY
COMPETITIVE
TOPIC TRACKED

INTRODUCTION

The client is a multi-location primary and specialty care medical group competing for patient attention against several much larger regional health systems. As patients increasingly turn to ChatGPT, Google AI Overviews, Gemini, and Perplexity to choose a provider, the client needed to win visibility inside AI-generated answers, not just traditional search rankings.

PROBLEM

Despite strong patient reviews and deep community roots, the client's AI visibility was inconsistent and at risk of being crowded out by larger health systems with stronger institutional authority signals. Blog content was earning some AI citations, but service and specialty pages were being skipped by AI tools almost entirely, leaving high-value specialties like cardiology and oncology invisible in AI answers.

SOLUTION

Lodestar built an ongoing content and GEO program: publishing patient-question-driven blog content covering the exact conditions and concerns people ask AI tools about, adding structured FAQs and concise "key takeaway" summaries AI models can cite directly, and tracking competitive share of voice and sentiment by platform each quarter to guide where to expand next, including a roadmap to bring specialty service pages up to the same standard as the blog.

CONCLUSION

In one quarter, the client's monthly audience reached through AI answers grew 10x to 21.5 million, and it earned the #1 ranked position on every competitive topic tracked — ahead of every regional health system competitor, including the market's largest academic medical center. Favorable AI sentiment reached 95%, a 13-point lead over the nearest competitor, and the brand captured 40% share of voice on Perplexity, the highest of any regional competitor. Lodestar Marketing Group is dedicated to finding effective solutions for all our clients to help them reach their marketing goals, turning content strategy into a measurable competitive advantage inside the AI tools patients now use to choose care.

"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group

