



Case study

Organic search drove 6,638 sessions in 13 months

Honest Chiropractic

October 14, 2026

Honest Chiropractic is a family clinic in Gretna, Nebraska, serving the Omaha area. Growth Friday improved local discovery for prenatal and pediatric care over a 13-month tracking period [S1].

6,638 organic sessions

Organic-search sessions over the stated 13-month tracking period [S1].

33 Top 10 keywords

Keywords reported as currently ranking in Google's Top 10 [S1].

#1 prenatal search ranking

Reported for “prenatal chiropractor near me”; a point-in-time ranking [S1].

The challenge

The clinic had local reputation but little visibility in surrounding suburbs for its specialized services and high-intent “near me” searches [S1].

The connected strategy

Growth Friday optimized local profiles, service content, educational articles and mobile-first site journeys [S1].

- Improved Google Business Profile and geo-targeted content for Omaha-area suburbs.
- Published reviewed educational content on prenatal and pediatric topics.
- Updated mobile page hierarchy, local trust signals and calls to action.

The results

The article also reports 15 newly ranking keywords, 13 of them in the Top 10. Sessions and rankings do not establish attended appointments or clinical outcomes, which the page does not document [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-honest-chiropractic-used-growth-360-to-become-omaha-go-to-prenatal-clinic>

Source and measurement

[S1] Growth Friday, 'How Honest Chiropractic used Growth 360 to become Omaha's go-to prenatal clinic.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.