



DATE	31 July 2026
CLIENT	Inspire TMS Denver
CONTACT	Samuel Clinch, MD
PROJECT NAME	SEO Marketing Work
	Work Summary Document
1. WORK SUMMARY OVERVIEW	WORK SUMMARY
	PROJECT NAME
	Inspire TMS Denver Organic Marketing
	CLIENT NAME
	Samuel Clinch, MD

	PERIOD ENDING
	n/a
	WORK PERFORMED
	Deep TMS vs Standard TMS – Published as a permanent Learning Center page, comparing Inspire’s results to Deep TMS on the PHQ-9 rather than manufacturer study figures. New Landing Pages – /depression and /accelerated-treatments built and live. – Naming pass across /depression and /accelerated-treatments following Sam's review - every unqualified "accelerated" is now "5-day accelerated". Blog Posts Published – What If My First Round of TMS Didn’t Work? – Why Some TMS Patients Travel to Denver. – OCD & TMS: What Our Clinic Results Actually Show. – What Does TMS Actually Feel Like? CRM – Pipeline stages built, with written definitions for the team. – Disqualified stage live. – Email alerts on the qualification survey to info@ and admin@. – Last-name capture fixed on the forms. – Replaced all buttons sitewide to redirect to qualification survey – Replaced referral form and patient inquiry forms to direct into CRM Google Ads

- Account rebuilt with tighter targeting, pointing at Inspire’s own pages.
- Google Tag Manager being set up to track booked screening calls.
- TRICARE ad group in build.

(Weekly ad optimizations will be sent into Slack)

Pages & Operational

- 4x monthly email campaigns (the last of Rise4 CRM usage)

UPCOMING WORK

Google Ads Management

Weekly optimization cycle provided in Slack

Monthly report update

Referral Page Rebuild

~~Rewrite the page for referring clinicians rather than patients, with a referral form that lands in the CRM as its own source.~~

~~Highlight on Homepage Deep TMS vs Inspire TMS~~

Sitewide Figures Update

Update every published response and remission rate in one pass, using the current flowsheet.

Content

- **/tms-therapy-for-anxiety — refresh with the anxiety results.** Anxiety searches bring in over 7,000 impressions a month at positions 3 to 7, and convert nothing. Adding 293 patients of real clinic data is the strongest lever available.

Blog Posts**~~Before and After TMS: What Improvement Actually Looks Like:~~**

~~143 monthly impressions at position 39 with no page covering it. Sets honest expectations about what will change and when, using the clinic's own outcome data rather than generic claims.~~

~~What Happens at a TMS Assessment:~~

~~370 monthly impressions across assessment and screening searches, best of it at position 19. Covers the step patients are most anxious about before booking, and gives the qualification survey somewhere to link from.~~

Teen / Adolescent TMS

- ~~—Merge the two competing teen blog posts (/tms-for-teens and /tms-for-teens-under-18) into one,~~
- ~~—add an adolescent section to the landing pages.~~

Operational

4x monthly email campaigns. (Coming Soon - Need to Discuss)

Migrate patient and lead records from the Rise4 CRM into GoHighLevel before access ends 3 September. (Need to Discuss - Subaccount Transfer)

RECOMMENDATIONS**Ongoing**

- Turn common patient questions into short blog posts and videos
- Keep pushing Google, Yelp and Facebook reviews.

- Film patient testimonials, selfie-style rather than produced.
- Day-in-the-life walkthroughs - standard course and the 5-day accelerated visit.
- Staff and treatment photography, uploaded to the Google Business Profile.

GENERAL NOTATIONS

July focused on setting up the foundations: website update, landing pages, CRM, Google Ads and conversion tracking. The remaining eleven months shift to growth - SEO, AEO, paid search and email marketing.