

# Recovery center: separating search momentum from conversion

Anonymized recovery center | Detox, recovery, and behavioral health | April and May 2026 stored GSC/GA4 readout

## Summary

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 conversion, admission, and ROI claims.

## Problem

Measurement and conversion truth was unclear. Search activity existed, but the team could not safely treat traffic, clicks, or form\_start events as admissions, calls, form submissions, revenue, or ROI.

## 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 the data did not support.

## 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 tracking remained unknown.

## Why It Matters

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

## Proof Boundary

This proves an aggregate search and analytics baseline. It does not claim patient outcomes, admissions, call or form submissions, ranking lift, revenue, ROI, or causal package impact.

## Starting Point

Stored rows covered GSC activity from April 10 to May 16, 2026 and GA4 channel-attributed sessions from April 6 to May 31, 2026.

## Verified Result

The verified result is a public-safe measurement baseline: search and analytics activity are visible, but conversion and admission claims stay excluded until separate tracking proof exists.

## Evidence Metrics

GSC clicks: 101. Stored aggregate clicks from Apr 10-May 16, 2026.

GSC impressions: 6,033. Stored aggregate impressions from Apr 10-May 16, 2026.

Organic-search sessions: 779. Organic-search sessions within 2,847 channel-attributed GA4 sessions from Apr 6-May 31, 2026.

form\_start events: 15. Observed GA4 event count; not form submission proof.

Stored conversions: 0. GA4 conversions were 0 in stored snapshots; call/form tracking remained unknown.

## **Work Performed**

- Reviewed weekly stored Search Console rows for April and May 2026.
- Reviewed stored GA4 aggregate sessions, organic-search sessions, events, and conversion rows.
- Recorded that form\_start was observed but was not conversion proof.
- Kept patient outcomes, admissions, calls, form submissions, revenue, ROI, ranking lift, and causal impact out of the public claim.

## **Caveats**

- Do not claim treatment outcomes, patient outcomes, admissions, calls, form submissions, revenue, ROI, ranking lift, or AI citation lift.
- form\_start and generic click events are not conversion proof.
- The client name remains anonymized until publish approval exists.

## **Source Notes**

- GSC weekly baseline: Internal anonymized recovery-center Search Console weekly baseline CSV dated 2026-06-01.
- Stored measurement baseline: Internal anonymized recovery-center GSC/GA4 baseline CSV dated 2026-06-01.
- Performance conversion readout: Internal anonymized recovery-center performance and conversion readout dated 2026-06-03.

## **Next Step**

Public URL: <https://www.newreward.com/cases/recovery-center-measurement-truth-baseline>

See SEO and GEO offering: <https://www.newreward.com/offerings/seo-aeo-geo>