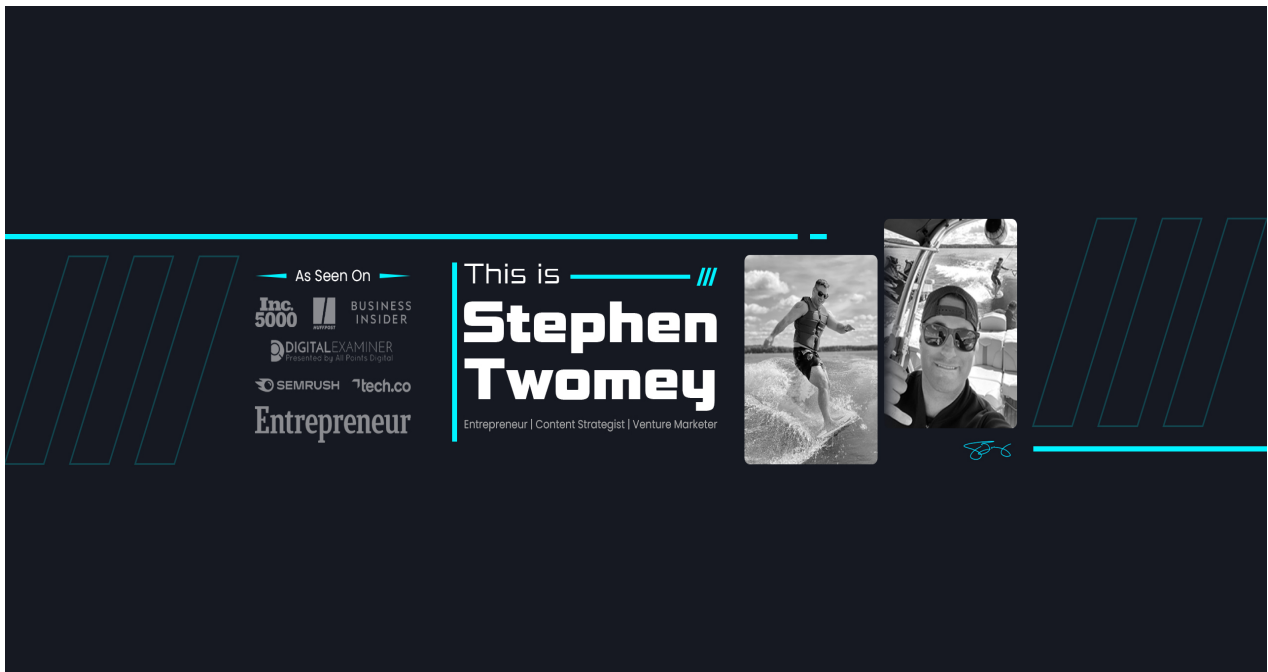




Stephen Twomey of MasterMindSEO Highlights SEO and Google Maps Strategy to Help Addiction Treatment Centers Lower Admissions Costs

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Stephen Twomey, an entrepreneur and marketing strategist behind MasterMindSEO is outlining an approach to addiction treatment marketing that connects organic search visibility with inquiry and admissions reporting. The work combines search engine optimization, Google Maps visibility, Google Business Profile management and content development, alongside efforts to make treatment information easier for AI-powered search systems to interpret.

Twomey has worked in addiction treatment marketing since 2013, supporting centers across the United States. His work focuses on helping providers communicate their services, improve their visibility in relevant searches and evaluate how marketing activity contributes to admissions inquiries. For organizations operating multiple facilities, that includes examining the performance and information needs of individual locations.

The approach addresses a practical concern for treatment providers: understanding what their marketing investment produces. Website traffic and search rankings provide useful information, but neither measure establishes how many people ultimately enter treatment. Reviewing inquiries alongside admissions records can give leadership a more complete view of marketing performance when reliable tracking and consistent attribution are available.

The search strategy begins with the language people use when researching treatment. Searches for drug rehab, alcohol rehab, detox and outpatient services can reflect different needs. Location-specific searches add another consideration, particularly when an organization offers different levels of care at different facilities.

Website content should make those distinctions clear. A location page should describe the services available at that facility, identify the communities it serves and explain how to contact its admissions team. Information about detox or residential care should accurately reflect where those services are offered, helping prospective patients and families understand their options before making an inquiry.

Google Business Profile management supports that work by keeping business details and service descriptions consistent with the provider's website. Accurate contact information, appropriate website links and clear descriptions help visitors identify the location they intend to reach. For a multi-location organization, maintaining those details requires attention to each facility.

Local search analysis also considers how visibility changes across a service area. A business may appear prominently in searches close to its address while receiving less exposure in surrounding communities. Reviewing results from multiple geographic points provides a more detailed picture than relying on a single search or an organization-wide average.

Those observations help guide decisions about location pages, service descriptions and content priorities. Local ranking reports remain measures of search visibility, however, and should be evaluated alongside inquiry and admissions information when assessing business results.

Content development addresses questions that may arise before a person contacts a treatment provider. These can include the differences between residential and outpatient programs, whether a particular facility offers detox and what to expect during an initial admissions conversation. The purpose is to present accurate service information in language that patients and families can understand.

The program also includes clear page organization, consistent facility details and structured website information. These practices are intended to help search systems interpret the provider's content, including systems that generate AI-assisted answers. They do not establish that a provider will appear in those

answers or that an admission originated from AI search.

Measurement requires similar care. A phone call, form submission, qualified inquiry and completed admission represent different stages of the admissions process. Reporting should distinguish among them and account for duplicate contacts where possible. It should also acknowledge gaps when the original source of an inquiry cannot be reliably determined.

Cost per admission can support marketing evaluation when its calculation is clearly defined. A meaningful report identifies the measurement period, the number of admissions included, the marketing expenses counted and the rules used to assign those admissions to a channel. Depending on the scope of the calculation, relevant expenses may include agency fees, content development, technical work, local listing management and tracking tools.

Comparisons between periods or providers require consistent definitions. Differences in services, geography, marketing investment and admissions operations can affect results. This announcement does not present a verified cost-per-admission benchmark or promise a particular financial or admissions outcome.

Twomey's work brings search strategy, location-level information and performance reporting into a shared marketing process. The objective is to help providers communicate their services clearly while giving leadership a better basis for reviewing the contribution of organic marketing.

Additional information about Stephen Twomey's work in addiction treatment marketing, SEO, local search, content strategy and marketing leadership is available at StephenTwomey.com.

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MasterMindSEO

MasterMindSEO is an industry leading Search Engine Optimization and Google Maps marketing company. We focus on building out content marketing campaigns for national and local companies that generate sales.

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