MasterMindSEO & Stephen Twomey Drives Addiction Treatment Admissions Through SEO, Google Maps and AI Search

October 19, 2026

Traverse City, Michigan - October 19, 2026 -
Stephen Twomey, an entrepreneur and marketing strategist behind his personal brand website and MasterMindSEO, has outlined an organic search strategy for mental health center owners & addiction treatment providers that connects website content, Google Maps visibility and local business listings with admissions reporting. The approach focuses on helping prospective patients and families find relevant treatment information while giving providers a clearer basis for evaluating their marketing efforts.

The strategy draws on work with a multi-location addiction treatment organization. It includes search engine optimization, Google Business Profile management, location-specific content and improvements intended to make information easier for search engines and AI-powered discovery tools to interpret. The program?s objectives include generating qualified inquiries and reducing dependence on paid advertising.

Evaluating that work requires more than a count of website visitors. Search rankings and traffic can show whether a provider is gaining visibility, but they do not establish how many people contacted a facility or entered treatment. Twomey?s approach emphasizes reviewing those stages separately so that marketing

activity can be assessed alongside admissions outcomes.

For a substance use treatment provider, that process begins with accurate information about the services available at each location. A person searching for detox may have different needs from someone researching outpatient care. Location pages should explain those distinctions and provide a clear way to reach the appropriate admissions team.

The website work centers on service descriptions, location details and answers to questions that patients and families may have before making contact. Topics can include the differences between treatment settings, the services offered at a particular facility and what to expect during an initial inquiry. Each page should reflect the actual capabilities of the location it describes.

Google Business Profiles support the same objective. Business names, addresses, phone numbers, website links and service information should be consistent with the provider?s website. For an organization operating several facilities, maintaining those details helps people distinguish between locations and contact the facility they intended to reach.

Local search analysis also considers visibility beyond a treatment center?s immediate address. A facility?s position in Google Maps can differ across nearby neighborhoods and communities. Reviewing those differences helps identify areas that warrant further investigation, whether the issue involves incomplete information, weak location content or stronger competing listings.

Those findings inform the work assigned to individual locations. One facility may need clearer service descriptions, while another may need a more useful landing page or corrections to its business profile. Assessing each market separately gives the organization a more specific plan than applying identical changes across every facility.

The strategy also addresses how treatment information is presented to AI-powered search tools. This work includes clearly identifying the organization, its locations and its services, along with organizing website information so that relationships between them are easier to understand. Structured data, which provides machine-readable descriptions of page content, can support that effort when it accurately reflects the information visitors can see.

The purpose is to improve the clarity and accessibility of the provider?s information. These changes do not establish that an AI platform will recommend a facility, and AI-related work should not be credited with admissions without evidence supporting that attribution.

Performance reporting requires similar care. A phone call, a qualified inquiry and an admission represent

different stages in the process. Reporting them separately helps providers understand where interest is translating into contact and where additional review may be needed.

Any calculation of cost per admission also requires a defined measurement period, an admission count and a clear accounting of included expenses. Content production, technical website work, local profile management and reporting can all contribute to the cost of an organic marketing program. The calculation must specify which expenses it includes.

Attribution rules matter as well. A prospective patient may encounter a provider through several sources before calling. Reports should explain how an admission is assigned to organic search and how repeat inquiries or interactions involving multiple channels are handled. Without those details, a cost figure provides an incomplete basis for comparison.

This announcement describes the program?s approach and measurement priorities. It does not present a verified cost-per-admission benchmark or quantify the contribution of individual search channels.

For treatment organizations, the broader objective is to connect accurate public information with accountable marketing decisions. Twomey?s approach brings location-level search work and admissions reporting into the same review process, helping leadership identify what is being measured and where more evidence is needed.

StephenTwomey.com provides information about Stephen Twomey?s work in search engine optimization, local search, content strategy and marketing leadership. Additional information is available at StephenTwomey.com.

###

For more information about MasterMindSEO, contact the company here:MasterMindSEOStephen Twomey855-983-0303hi@mastermindseo.org827 W Front St Suite 101 Traverse City, MI 49684

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.

Website: https://mastermindseo.org

Email: hi@mastermindseo.org

Phone: 855-983-0303