



01
2023

BENCHMARK REPORT

ADDICTION TREATMENT DIGITAL MARKETING

THE EXECUTIVE SUMMARY

At Dreamscape Marketing we believe the public deserves a transparent online marketplace to learn about their healthcare choices. We support the connection between online care researchers and providers through ethical digital marketing.

For treatment providers to serve the public, they need to be found online where most treatment research begins. To do this they need the tools to rank as well as a forecast and plan to use them.

WHAT YOU NEED TO KNOW FOR NEXT QUARTER

NEW MARKET OPPORTUNITIES PAIRED WITH NEW RISKS

A new year, fresh marketing budgets, and new competition have created a new high for peak seasonality in paid advertising—the highest we’ve seen since the LegitScript era began.

As treatment matures as an industry and additional consumer options mature in the marketplace and find their footing, we’re reaching a stage in the business cycle where big money, smart money, and tactical execution broaden the strategies available to C-Suite marketing executives.

Many operators who wound down their spend throughout the holidays cranked it up to 11 on January first to take advantage of their new fiscal budgets. Since Google is an auction, this consequently increased the price for qualified traffic. Additionally, fewer groups going out of business, more new entrants into the market, and an increased variety of new care models have also contributed to the sharp spike in costs. Whereas in the past a search for “heroin treatment near me” might only return abstinence-based treatment centers, you’ll now find a broad range of respondents including MAT clinics, psychedelic therapy centers, and more competing for the same traffic.

This is a budgetary management issue. Operators with the budget to burn will double-down to stay ahead of the competition—or drive it out of the marketplace entirely. If your budget can’t sustain this prolonged fiscal fighting, stay consistent and manage expectations. These big spenders are going to conquest your market share, at least in the short-term, which is why diversity in your marketing and sources matters. Never over-expose yourself to a single channel but instead expand your marketing mix with strong content marketing, SEO, and alumni marketing.

Conversion rates are even more critical when costs go up in this space. Make

sure that every call is being answered and that your team has the training they need to best serve those calling for help.

As the season trails off at the end of the first quarter, you’ll see KPIs returning to more normal levels. However, while the seasonality component will self-resolve, the higher volume of operators entering the space will likely keep prices more inflated than we’ve seen over the past few years. Some markets that have become more concentrated over the last year, such as California, Florida, and New England, are also likely to see increased regional inflation as well.

The current Google Analytics platform, Universal Analytics (UA), is being deprecated and will stop processing data on July 1, 2023. Google Analytics 4 (GA4), which requires a custom set-up and a new set of considerations on how to compliantly track users, will fully replace it at that time.

If you don’t complete the transition to GA4 before July 1, you risk losing access to your historical data from the UA properties. Since your PPC campaigns use historical conversion data to learn and operate, losing it could impact your campaign health in the future. Any operators who do not have a plan ready for this transition need to start formulating one immediately. [continued on the next page...](#)

Dan Gemp

President

DREAMSCAPE MARKETING

A nationally recognized speaker on ethical healthcare digital marketing, Dreamscape Marketing president Dan Gemp maintains a year-round speaking schedule, forecasting digital marketing trends and delivering the strategies to capitalize on them. His unique perspective, at the intersection of business, digital marketing, and healthcare, has positioned him as a thought leader and go-to contributor to many healthcare conferences, podcasts, webinars, and publications including Bloomberg and The New York Times.



THE EXECUTIVE SUMMARY CONTINUED

This isn't a one-click update, it's an entirely new approach requiring a new custom software tool. Installing GA4 isn't something that a traditional digital marketing team member should be expected to know how to do. As this is a server-side installation, it's recommended that you utilize your development or IT team to ensure everything works properly, and to reintegrate and verify third-party tools such as CRM, call tracking, and dashboarding software.

For operators without the IT resources and datasets required to navigate the more technical components of this installation, you may need to budget for the outside resources necessary to properly deploy the GA4 platform. Demand for these services will be at a premium, if available at all—we've already stood-up an internal taskforce and committee to address this need for our clients—so we strongly recommend finalizing your plans as soon as possible.

Prepare for ambiguities and singularities in your data set as this transition occurs. Inform key stakeholders that there may be some turbulence navigating through this liminal period as benchmarking

on the new platform takes place and teams become accustomed to it. Confer with your colleagues and data-partners wherever possible to minimize the chance for data loss or error.

I would be remiss if I didn't address AI-generated content. Detected by search engines as bot activity, AI content currently doesn't count toward search and therefore doesn't contribute to your rankings. New content tools like AI, while attractive to busy marketers looking for solutions to bandwidth problems, should be used judiciously. Sharing medical content generated by AI is highly inadvisable as it leaves you subject to legal exposure and can potentially negatively impact patient safety. However, AI can be a useful tool for topic research such as ideas for FAQs, or supporting job descriptions in recruiting. Stay tuned for updates as new or proprietary AI tools emerge and are introduced into the search ecosystem.

We've seen an increase in ADA site-accessibility lawsuits, specifically targeting treatment centers. Please make sure that the required 3rd party software is installed on your sites to meet the compliance regulations, even

if there is an associated nominal annual cost, to avoid enforcement or litigation actions.

In a recent survey conducted by Behavioral Health Business, 50% of respondents identified treating underserved populations and expanding service offerings as providing the greatest opportunities for behavioral health in 2023.⁽¹⁾ Adolescent mental health services continue to spike in demand while remaining an underserved market. Studies in this population show a marked increase in the instances of mental illness, stress related symptoms, and emergency department visits for severe mental distress.⁽²⁾ If your budget runs to investment in new services, explore the viability of adding adolescent mental health offerings to your program.

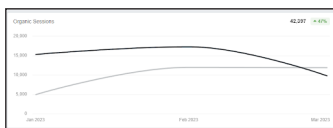
1. Behavioral Health Business. (2023). 2023 Behavioral Health Outlook [Data set]. Retrieved from <https://bhbusiness.com/ebook/2023-outlook-survey/>.

2. Madigan S, Korczak DJ, et al. 2023. Comparison of paediatric emergency department visits for attempted suicide, self-harm, and suicidal ideation before and during the COVID-19 pandemic: a systematic review and meta-analysis. *Lancet Psychiatry*. [https://doi.org/10.1016/S2215-0366\(23\)00036-6](https://doi.org/10.1016/S2215-0366(23)00036-6)

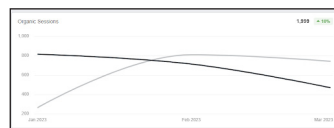
SUD Organic Seasonality By US Region: Q4 2022 vs. Q1 2023

Organic SEO admissions seasonality once again played out as historically expected, and presented similarly nationwide with clients across all regions of the US experiencing a late fall/early winter decline into a late winter/early spring recovery –highlighting for operators the importance of taking a long view on marketing budget adjustments.

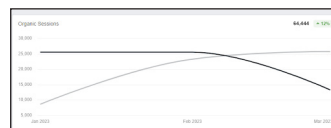
TEXAS



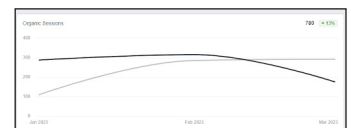
WASHINGTON



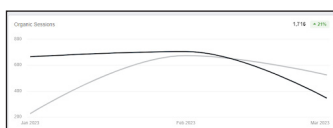
NEW JERSEY



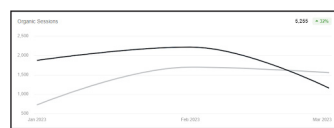
COLORADO



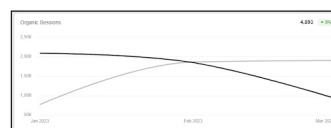
MASSACHUSETTS



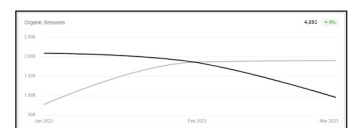
FLORIDA



NORTH CAROLINA



CALIFORNIA



ORGANIC SEO

The top 10 organic consumer-searched non-branded addiction treatment keyword phrases.

1. MENTAL DISORDERS

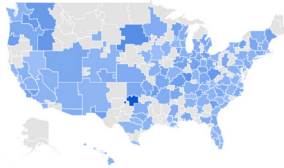
Number of Google Search Results **1,280,000,000**

Keyword Difficulty **92**

Volume **25,000** Traffic Potential **49K**

Parent Topic **mental disorder**

Google Search By Metro:



1. WICHITA FALLS, TX
2. SIOUX FALLS, SD
3. EVANSVILLE, IN
4. BOISE, ID
5. CHARLESTON, WV

2. DRUG REHAB

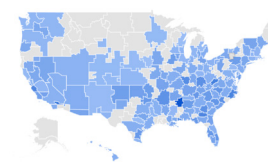
Number of Google Search Results **1,070,000,000**

Keyword Difficulty **89**

Volume **17,000** Traffic Potential **5.5M**

Parent Topic **depression symptoms**

Google Search By Metro:



1. COLUMBUS, MS
2. PALM SPRINGS, CA
3. BLUEFIELD, WV
4. GREENVILLE, NC
5. ALBANY, GA

3. ALCOHOL REHAB

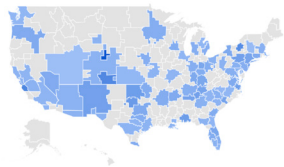
Number of Google Search Results **978,000,000**

Keyword Difficulty **54**

Volume **14,000** Traffic Potential **5.5M**

Parent Topic **alcoholics anonymous**

Google Search By Metro:



1. CHEYENNE, WY
2. MONTEREY, CA
3. COLORADO SPRINGS, CO
4. SYRACUSE, NY
5. WICHITA FALLS, TX

4. BEHAVIORAL HEALTH

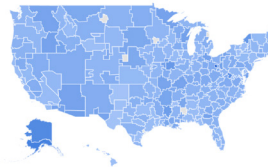
Number of Google Search Results **865,000,000**

Keyword Difficulty **69**

Volume **80,000** Traffic Potential **5.8K**

Parent Topic **behavioral health**

Google Search By Metro:



1. ZANESVILLE, OH
2. ANCHORAGE, AK
3. FAIRBANKS, AK
4. HARRISONBURG, VA
5. WATERTOWN, NY

5. SUBSTANCE ABUSE

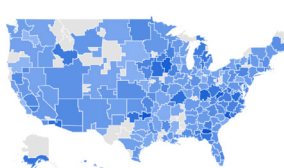
Number of Google Search Results **492,000,000**

Keyword Difficulty **94**

Volume **31,000** Traffic Potential **29K**

Parent Topic **drugs addict**

Google Search By Metro:



1. ALBANY, GA
2. SHERMAN, TX
3. FLORENCE, SC
4. BLUEFIELD, WV
5. CEDAR RAPIDS, IA

6. ALCOHOL USE DISORDER

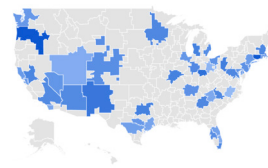
Number of Google Search Results **449,000,000**

Keyword Difficulty **88**

Volume **28,000** Traffic Potential **19K**

Parent Topic **alcohol use disorder**

Google Search By Metro:



1. HARTFORD, CT
2. PITTSBURGH, PA
3. PROVIDENCE, RI
4. BALTIMORE, MD
5. MIAMI, FL

DEFINITIONS

NUMBER OF GOOGLE SEARCH RESULTS: THE TOTAL COUNT OF SERPS RETURNED ON THAT KEYWORD. **KEYWORD DIFFICULTY:** GIVES AN ESTIMATE OF HOW HARD IT IS TO RANK IN THE TOP 10 ORGANIC SEARCH RESULTS FOR A KEYWORD ON A 100-POINT SCALE). **VOLUME:** AN ESTIMATION OF THE AVERAGE MONTHLY NUMBER OF SEARCHES FOR A KEYWORD. **PARENT TOPIC:** THE BROAD TOPIC THAT A KEYWORD FALLS UNDER. **GOOGLE SEARCH BY METRO:** SHOWS THE VOLUME OF SEARCHES EACH TERM RECEIVED IN A GIVEN U.S. METRO AREA.

ORGANIC SEO

The top 10 organic consumer-searched non-branded addiction treatment keyword phrases.

7. COGNITIVE BEHAVIORAL THERAPY

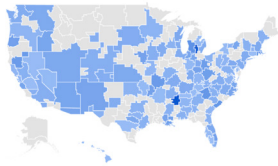
Number of Google Search Results **235,000,000**

Keyword Difficulty **91**

Volume **125,000** Traffic Potential **57K**

Parent Topic **cbt**

Google Search By Metro:



1. LANSING, MI
2. COLUMBUS, MS
3. GRAND RAPIDS, MI
4. PROVIDENCE, RI
5. CHARLESTON, SC

8. ADDICTION REHAB

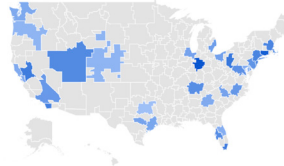
Number of Google Search Results **115,000,000**

Keyword Difficulty **80**

Volume **1,600** Traffic Potential **5.5M**

Parent Topic **alcoholics anonymous**

Google Search By Metro:



1. INDIANAPOLIS, IN
2. HARTFORD, CT
3. PITTSBURGH, PA
4. SACRAMENTO, CA
5. MIAMI, FL

9. ALCOHOL WITHDRAWAL SYMPTOMS

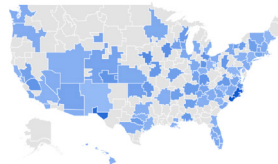
Number of Google Search Results **74,700,000**

Keyword Difficulty **66**

Volume **89,000** Traffic Potential **111k**

Parent Topic **alcohol withdrawal symptoms**

Google Search By Metro:



1. WILMINGTON, NC
2. GREENVILLE, NC
3. EL PASO, TX
4. OMAHA, NE
5. CEDAR RAPIDS, IA

10. FENTANYL ADDICTION

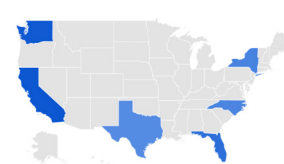
Number of Google Search Results **16,100,000**

Keyword Difficulty **81**

Volume **2,200** Traffic Potential **5.6M**

Parent Topic **depression symptoms**

Google Search By Metro:



1. CALIFORNIA
2. WASHINGTON
3. FLORIDA
4. NEW YORK
5. NORTH CAROLINA

SEO TRENDS

AI CONTENT GENERATION

ChatGPT took the internet by storm and caused a battle in its wake. Not only are search engines racing to make their own advancements in AI, Google is also working to detect AI generated content. Algorithm updates are expected in the near future to continue working to assess AI-generated content and determine how it will impact rankings.

CONTENT UPDATES

While it's always been important to furnish websites with new content, Google is now making it a point to value websites that update their current content on a more regular basis. Stagnant content risks being pushed lower in rankings, ultimately harming site visibility and performance.

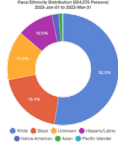
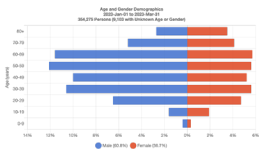
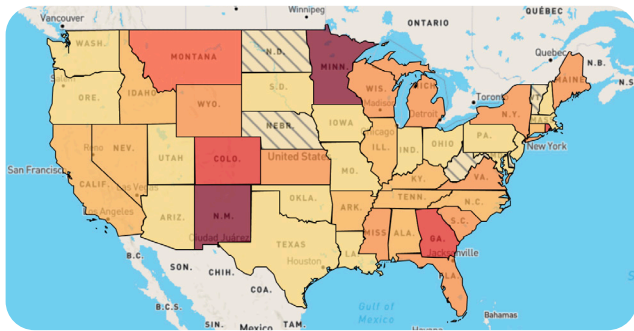
MOBILE-FIRST FOCUS

The trend continues that sites optimized for mobile use will continue to be favored in rankings. With more people than ever before utilizing mobile devices to connect online, Google continues to implement mobile-first indexing, making a focus on mobile-friendly sites a must.

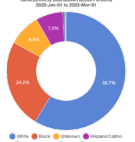
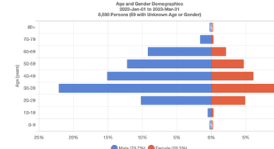
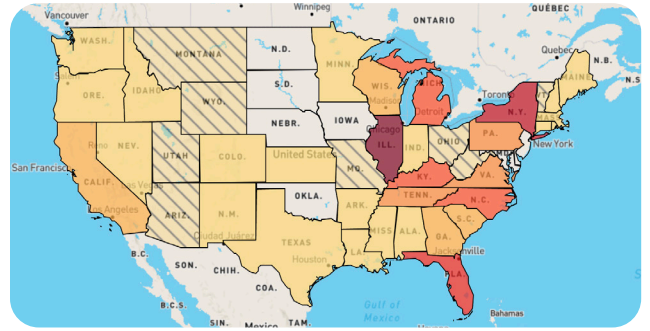
EMS DATA

Faster decisions, informed engagement, and improved outcomes

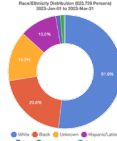
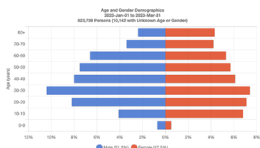
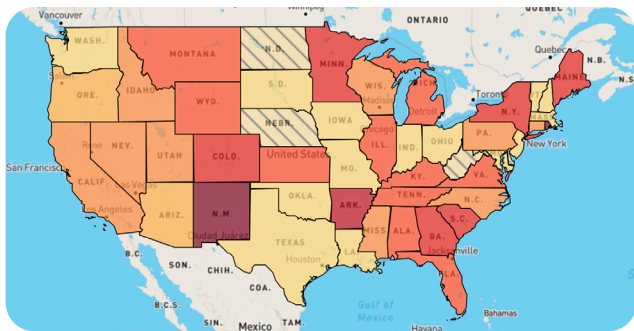
ALCOHOL (PER CAPITA)



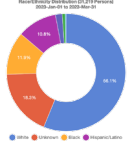
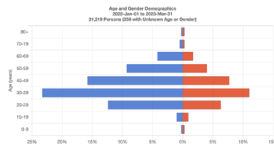
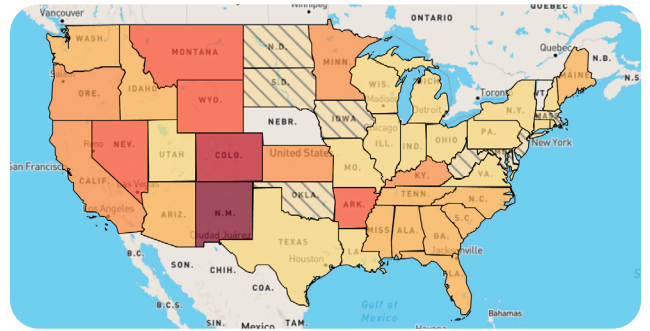
HEROIN (PER CAPITA)



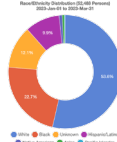
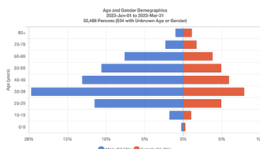
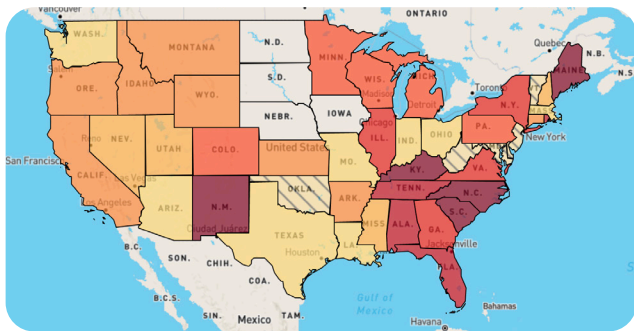
MENTAL HEALTH (PER CAPITA)



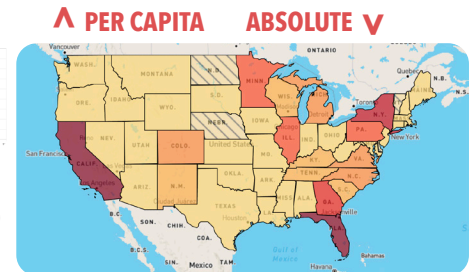
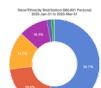
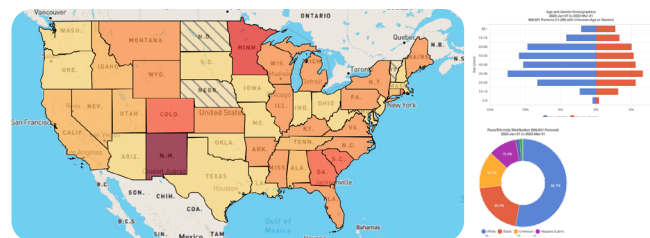
METHAMPHETAMINE (PER CAPITA)



OPIOID (PER CAPITA)



SUBSTANCE USE DISORDER

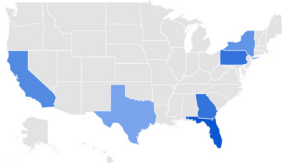


PAID SEARCH

The Googleflation Index follows the top keyword costs over time to inform PPC budget decisions.

1. ALCOHOL TREATMENT PROGRAM

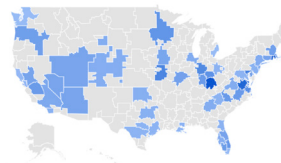
Monthly Average Searches **6,600**
90 Day Change **0%** YOY Change **0%**
Competition **Medium**
Top of Page Bid Range **\$13.25 - \$58.34**
Google Search By Metro:



1. FLORIDA
2. PENNSYLVANIA
3. GEORGIA
4. CALIFORNIA
5. NEW YORK

2. SUBSTANCE ABUSE TREATMENT

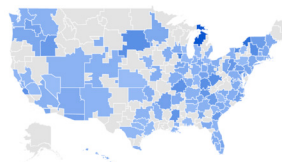
Monthly Average Searches **6,600**
90 Day Change **+22%** YOY Change **+22%**
Competition **Medium**
Top of Page Bid Range **\$7.17 - \$34.11**
Google Search By Metro:



1. LEXINGTON, KY
2. PROVIDENCE, RI
3. RICHMOND, VA
4. BALTIMORE, MD
5. KANSAS CITY, MO

3. ADDICTION TREATMENT

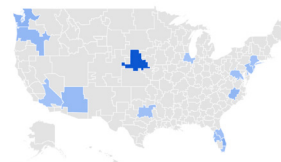
Monthly Average Searches **8,100**
90 Day Change **-19%** YOY Change **+33%**
Competition **LOW**
Top of Page Bid Range **\$6.29 - \$26.21**
Google Search By Metro:



1. TRAVERSE CITY, MI
2. WATERTOWN, NY
3. ROCKFORD, IL
4. ALBANY, NY
5. LEXINGTON, KY

4. DRUG TREATMENT CENTER

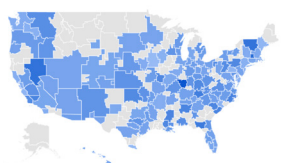
Monthly Average Searches **1,600**
90 Day Change **+23%** YOY Change **0%**
Competition **Low**
Top of Page Bid Range **\$13.07 - \$54.55**
Google Search By Metro:



1. LINCOLN, NE
2. WEST PALM BEACH, FL
3. SEATTLE-TACOMA, WA
4. RALEIGH-DURHAM, NC
5. PORTLAND, OR

5. ALCOHOL HELP

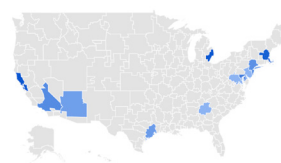
Monthly Average Searches **3,600**
90 Day Change **0%** YOY Change **0%**
Competition **Medium**
Top of Page Bid Range **\$8.89 - \$43.83**
Google Search By Metro:



1. EVANSVILLE, IN
2. SPRINGFIELD, MA
3. RENO, NV
4. BURLINGTON, VT
5. TALLAHASSEE, FL

6. SUBSTANCE ABUSE PROGRAM

Monthly Average Searches **1,300**
90 Day Change **+30%** YOY Change **0%**
Competition **Medium**
Top of Page Bid Range **\$8.48 - \$39.64**
Google Search By Metro:



1. SAN FRANCISCO, CA
2. DETROIT, MI
3. BOSTON, MA
4. BALTIMORE, MD
5. LOS ANGELES, CA

DEFINITIONS

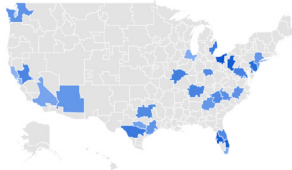
MONTHLY AVERAGE SEARCHES SHOWS THE AVERAGE NUMBER OF SEARCHES FOR THIS KEYWORD AND ITS CLOSE VARIANTS BASED ON THE MONTH RANGE AS WELL AS THE LOCATION AND SEARCH NETWORK SETTINGS YOU SELECTED. YOU CAN USE THIS INFORMATION TO SEE HOW POPULAR YOUR KEYWORDS ARE DURING DIFFERENT TIMES OF THE YEAR. **90 DAY CHANGE** SHOWS A THREE MONTH CHANGE IN SEARCH TRENDS BY COMPARING THE LATEST MONTH'S DATA, WITH THE DATA FROM TWO MONTHS PRIOR. **YOY CHANGE** COMPARES THE MONTHLY SEARCH VOLUME OF THE LATEST MONTH WITH THE SAME MONTH THE PREVIOUS YEAR. **COMPETITION** SHOWS HOW COMPETITIVE AD PLACEMENT IS FOR A KEYWORD, SPECIFIC TO THE LOCATION AND SEARCH NETWORK TARGETING OPTIONS THAT YOU'VE SELECTED. THE LEVEL OF COMPETITION—LOW, MEDIUM, OR HIGH— IS DETERMINED BY THE NUMBER OF ADVERTISERS BIDDING ON EACH KEYWORD RELATIVE TO ALL KEYWORDS ACROSS GOOGLE. **TOP OF PAGE BID (HIGH AND LOW RANGE)** SHOWS THE RANGE OF WHAT ADVERTISERS HAVE HISTORICALLY PAID FOR A KEYWORD'S TOP OF PAGE BID, BASED ON YOUR LOCATION AND SEARCH NETWORK SETTINGS. **COMPETITION (INDEXED VALUE)** SHOWS HOW COMPETITIVE AD PLACEMENT IS FOR A KEYWORD, SPECIFIC TO THE LOCATION AND SEARCH NETWORK TARGETING OPTIONS THAT YOU'VE SELECTED. THE LEVEL OF COMPETITION FROM 0-100 IS DETERMINED BY THE NUMBER OF AD SLOTS FILLED DIVIDED BY THE TOTAL NUMBER OF AD SLOTS AVAILABLE.

PAID SEARCH

The Googleflation Index follows the top keyword costs over time to inform PPC budget decisions.

7. DRUG REHAB NEAR ME

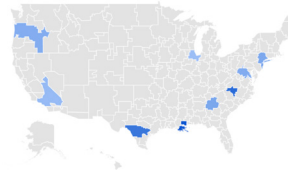
Monthly Average Searches **14,800**
90 Day Change **0%** YOY Change **0%**
Competition **Low**
Top of Page Bid Range **\$10.93 - \$43.87**
Google Search By Metro:



1. CLEVELAND, OH
2. PITTSBURGH, PA
3. TAMPA, FL
4. WEST PALM BEACH, FL
5. PHILADELPHIA, PA

8. ALCOHOL REHABILITATION

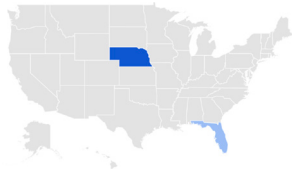
Monthly Average Searches **1,300**
90 Day Change **+30%** YOY Change **+0%**
Competition **Medium**
Top of Page Bid Range **\$10.18 - \$49.82**
Google Search By Metro:



1. NEW ORLEANS, LA
2. GREENSBORO, NC
3. SAN ANTONIO, TX
4. ATLANTA, GA
5. NEW YORK, NY

9. DRUG ADDICTION PROGRAM

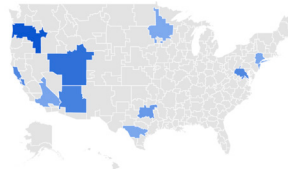
Monthly Average Searches **320**
90 Day Change **+52%** YOY Change **0%**
Competition **Medium**
Top of Page Bid Range **\$8.77 - \$37.01**
Google Search By Metro:



1. NEBRASKA
2. FLORIDA
3. CALIFORNIA
4. TEXAS

10. RESIDENTIAL TREATMENT CENTERS

Monthly Average Searches **3,600**
90 Day Change **0%** YOY Change **-19%**
Competition **Low**
Top of Page Bid Range **\$9.50 - \$46.46**
Google Search By Metro:



1. PORTLAND, OR
2. SALT LAKE CITY, UT
3. PHOENIX, AZ
4. HAGERSTOWN, MD
5. SAN FRANCISCO, CA

PPC TRENDS AND STRATEGY

- We saw an increase in quality conversions come from keywords with 3+ words and indications of either geo or level of care
- Huge rise in competition in the New England area for Month 1 but started to see it stabilize in March Week 1
- Changes in performance max campaigns allow more opportunities for clients to optimize at a more granular level and create unique video assets in the platform

PPC Q1:

Q1 2023 saw a drop off in high volume broad keywords that did not include the intent of the user. Example: alcohol treatment'

DEFINITIONS

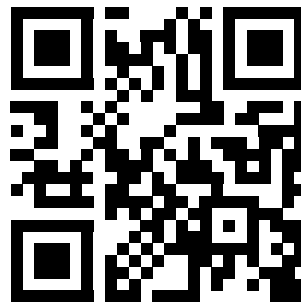
MONTHLY AVERAGE SEARCHES SHOWS THE AVERAGE NUMBER OF SEARCHES FOR THIS KEYWORD AND ITS CLOSE VARIANTS BASED ON THE MONTH RANGE AS WELL AS THE LOCATION AND SEARCH NETWORK SETTINGS YOU SELECTED. YOU CAN USE THIS INFORMATION TO SEE HOW POPULAR YOUR KEYWORDS ARE DURING DIFFERENT TIMES OF THE YEAR. **90 DAY CHANGE** SHOWS A THREE MONTH CHANGE IN SEARCH TRENDS BY COMPARING THE LATEST MONTH'S DATA, WITH THE DATA FROM TWO MONTHS PRIOR. **YOY CHANGE** COMPARES THE MONTHLY SEARCH VOLUME OF THE LATEST MONTH WITH THE SAME MONTH THE PREVIOUS YEAR. **COMPETITION** SHOWS HOW COMPETITIVE AD PLACEMENT IS FOR A KEYWORD, SPECIFIC TO THE LOCATION AND SEARCH NETWORK TARGETING OPTIONS THAT YOU'VE SELECTED. THE LEVEL OF COMPETITION—LOW, MEDIUM, OR HIGH— IS DETERMINED BY THE NUMBER OF ADVERTISERS BIDDING ON EACH KEYWORD RELATIVE TO ALL KEYWORDS ACROSS GOOGLE. **TOP OF PAGE BID (HIGH AND LOW RANGE)** SHOWS THE RANGE OF WHAT ADVERTISERS HAVE HISTORICALLY PAID FOR A KEYWORD'S TOP OF PAGE BID, BASED ON YOUR LOCATION AND SEARCH NETWORK SETTINGS. **COMPETITION (INDEXED VALUE)** SHOWS HOW COMPETITIVE AD PLACEMENT IS FOR A KEYWORD, SPECIFIC TO THE LOCATION AND SEARCH NETWORK TARGETING OPTIONS THAT YOU'VE SELECTED. THE LEVEL OF COMPETITION FROM 0-100 IS DETERMINED BY THE NUMBER OF AD SLOTS FILLED DIVIDED BY THE TOTAL NUMBER OF AD SLOTS AVAILABLE.

Dreamscape Marketing is a born digital marketing agency providing healthcare leaders a partner in the development, execution, and management of a performance website and ROI-focused digital marketing campaigns.

Our holistic team delivers bespoke SEO-first strategies that secure top digital real estate positions to connect with and nurture highly qualified new patient opportunities.

Fueled by an in-house team of strategists, developers, designers, writers, organic SEO and paid search experts, data analysts, and account managers, our ROI-focused strategies deliver consistent growth through a pipeline of qualified new patient opportunities, obtained through complete connected ethical and modern marketing systems, fueled by efficient budget spend, and continually guided by rapid data-backed adjustments.

**TO SCHEDULE A
CUSTOM STRATEGY
SESSION TO HELP
SUCCESSFULLY NAVIGATE
THE MARKETPLACE:
SCAN THIS QR CODE
OR CLICK HERE.**



dreamscape.

PART OF SPM GROUP

*Healthcare
Digital
Marketing*

866.955.3638 dreamscapemarketing.com

