

3,418

Profile Views
May-Jul

#1

Google AI Overview
4-5 keywords

1,592

Unique Searches
May-Jul

84

Phone Calls
June alone

331

Organic Clicks
3-month GSC

5.4K

Search Impressions
3-month GSC

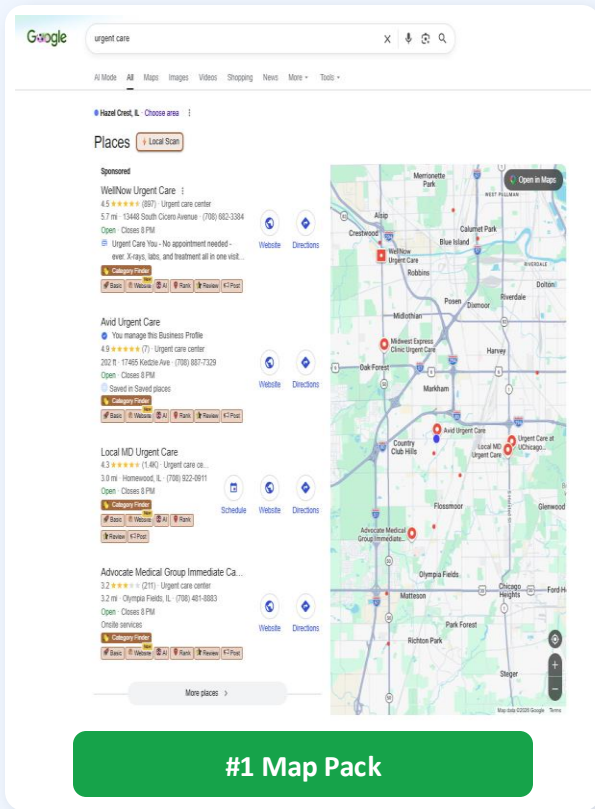


Local SEO Leads - Monthly Performance Report - AVID UC - Patient Marketing

From zero visibility to Google's #1 AI Overview recommendation

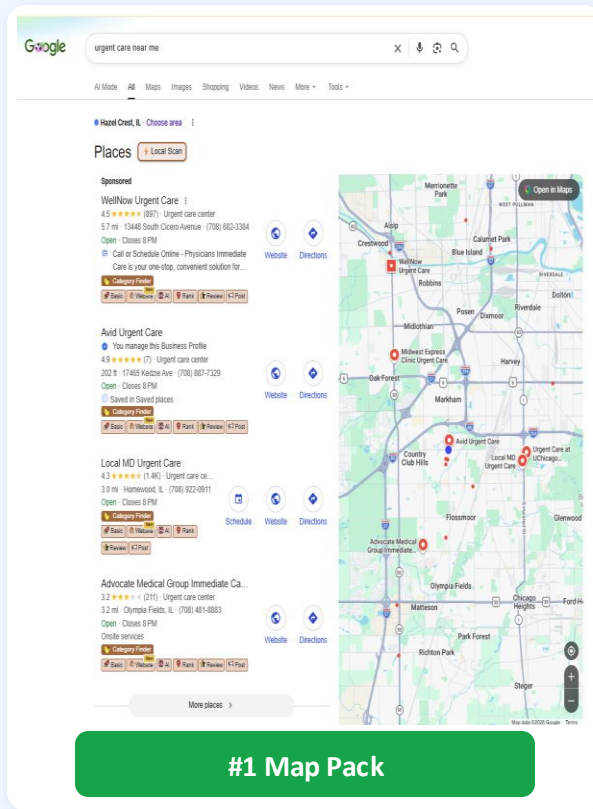
Hazel Crest, Illinois (May - June 2026)

Google Map Pack - Top 3 Across All Key Local Searches



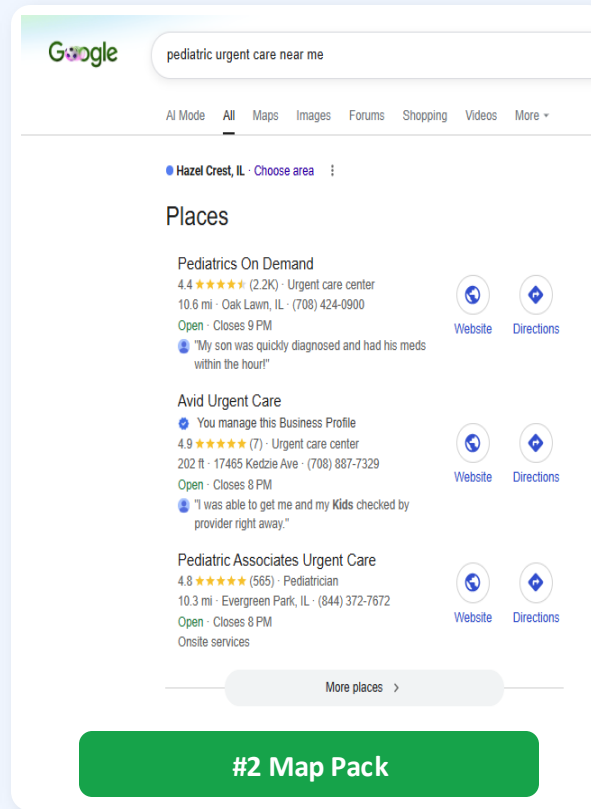
#1 Map Pack

"urgent care"



#1 Map Pack

"urgent care near me"



#2 Map Pack

"pediatric urgent care near me"

Avid Urgent Care ranks in the Google Map Pack for every high-intent local keyword - ahead of large hospital systems

Google AI Overview - Avid Care Listed #1 in AI-Generated Results

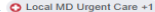
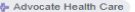
Google

urgent care near hazel crest

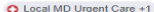
AI Mode All News Forums Images Videos Short videos More Tools

AI Overview

For urgent care in and directly around Hazel Crest, you have [several highly accessible walk-in options](#) depending on your location and exact needs: 

- **Avid Urgent & Primary Care**
Location: 17465 Kedzie Ave, Hazel Crest, IL
Hours: Monday–Friday: 8:00 AM – 7:00 PM, Saturday: 9:00 AM – 4:00 PM
Details: A convenient walk-in clinic right in Hazel Crest providing same-day treatments and basic testing. 
- **Local MD Urgent Care (Homewood)**
Location: 17960 S Halsted Street, Homewood, IL (about 2 miles from Hazel Crest)
Hours: Monday–Friday: 8:00 AM – 8:00 PM, Saturday–Sunday: 9:00 AM – 5:00 PM
Details: Offers walk-in care with extended evening and weekend hours. 
- **UChicago Medicine Medical Group (Homewood)**
Location: 17805 S Halsted St, Homewood, IL
Details: Provides adult and pediatric urgent care with no appointments required, plus a virtual on-demand urgent care option available through [UChicago Medicine](#). 
- **Advocate South Suburban Hospital (Emergency)**
Location: 17800 Kedzie Ave, Hazel Crest, IL
Details: For true emergencies or if you require 24/7 care, this full-service hospital and emergency department is located right in town. 

If you'd like, I can:

- Tell you **what insurance networks** they typically accept.
- Help you find the clinic with the **shortest estimated wait time**.
- Provide the phone numbers to **call ahead** for these locations. 

Let me know how I can **narrow this down** for you.

This is for informational purposes only. For medical advice or a diagnosis, consult a professional. AI responses may include mistakes. [Learn more](#)

"walk-in clinic near hazel crest"

Google

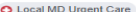
walk-in clinic near hazel crest

AI Mode All Forums Images Videos News Short videos More Tools

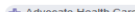
AI Overview

For immediate, walk-in medical care in Hazel Crest, your most direct options include [dedicated urgent care clinics and a major hospital](#). 

Top Walk-In & Urgent Care Clinics

- **Avid Urgent & Primary Care**
 - **Address:** 17465 Kedzie Ave, Hazel Crest, IL
 - **Hours:** Monday – Friday (8:00 AM – 7:00 PM), Saturday (9:00 AM – 4:00 PM), Closed Sunday
 - **Services:** Same-day walk-ins, X-rays, lab testing, and treatment for minor injuries and illnesses. You can check wait times or review services on [Avid Urgent Care](#). 
- **Local MD Urgent Care (Homewood - 1.5 miles away)**
 - **Address:** 17960 S Halsted St, Homewood, IL
 - **Hours:** Monday – Friday (8:00 AM – 8:00 PM), Saturday – Sunday (9:00 AM – 5:00 PM)
 - **Services:** Walk-in treatment for adults and children. 

24-Hour Emergency Care

- **Advocate South Suburban Emergency Services**
 - **Address:** 17800 Kedzie Ave, Hazel Crest, IL
 - **Hours:** Open 24 hours a day, 7 days a week
 - **Services:** Full-service emergency department for life-threatening and acute medical conditions. 

Community Primary & Family Health

- **Aunt Martha's Hazel Crest Community Health Center**
 - **Address:** 17850 Kedzie Ave, Suites 1150 & 3200, Hazel Crest, IL
 - **Hours:** Monday – Thursday (8:30 AM – 5:00 PM), Friday (8:30 AM – 4:30 PM)

"urgent care near hazel crest"

Local Rank Grid - Average Map Rank 1.2 Across Entire Service Area

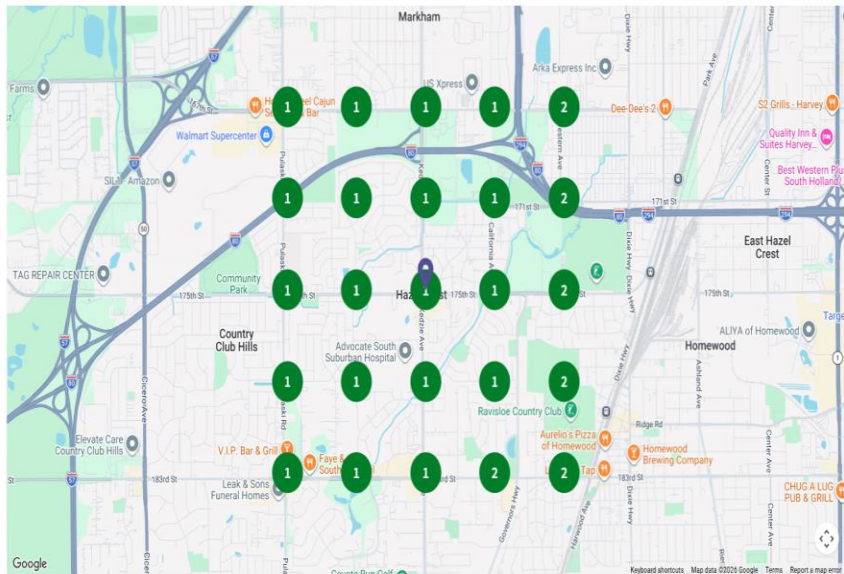
1st Jul 2026

1.2

Average Map Rank

0

Change



1.2

Avg. Map Rank

~25

Grid Points Tracked

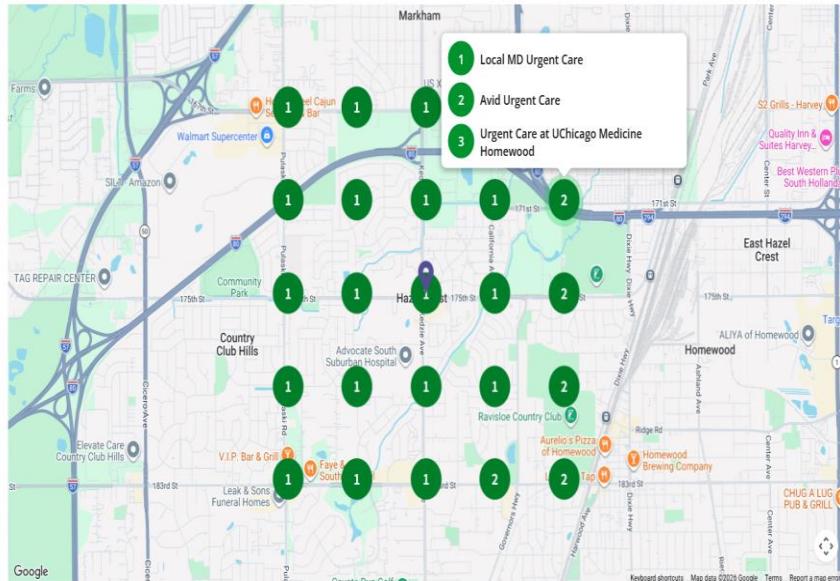
1st Jul 2026

1.2

Average Map Rank

0

Change



#1-2

Rank Range

0

Change (Stable)

Month-on-Month Growth - May 2026 vs June 2026

MAY 2026

Performance

Time period
May 2026–May 2026

Overview Calls Chat clicks Bookings Directions Website clicks

129

Business Profile interactions ⓘ



How people discovered you ⓘ

894

People viewed your Business Profile

Platform and device breakdown
Platform and devices that people used to find your profile



- 571 • 64%
Google Search – mobile
- 181 • 20%
Google Maps – mobile
- 107 • 12%
Google Search – desktop
- 35 • 4%
Google Maps – desktop

552

Searches showed your Business Profile in the search results

Searches breakdown
Search terms that showed your Business Profile in the search results

1. urgent care near me	288
2. urgent care	150
3. avid	97
4. avid urgent care	17
5. avid urgent care llc 9965 w 151st st, orland park, il 6...	< 15

See more

May to JUNE (CTR) 2026

Performance

Time period
Jun 2026–Jun 2026

Overview Calls Chat clicks Bookings Directions Website clicks

372

Business Profile interactions ⓘ



How people discovered you ⓘ

1,703

People viewed your Business Profile

Platform and device breakdown
Platform and devices that people used to find your profile



- 1,202 • 71%
Google Search – mobile
- 281 • 17%
Google Maps – mobile
- 161 • 9%
Google Search – desktop
- 59 • 3%
Google Maps – desktop

1,040

Searches showed your Business Profile in the search results

Searches breakdown
Search terms that showed your Business Profile in the search results

1. urgent care near me	609
2. urgent care	226
3. avid	131
4. urgent care homewood	20
5. avid urgent care, keddzie avenue, hazel crest, il	19

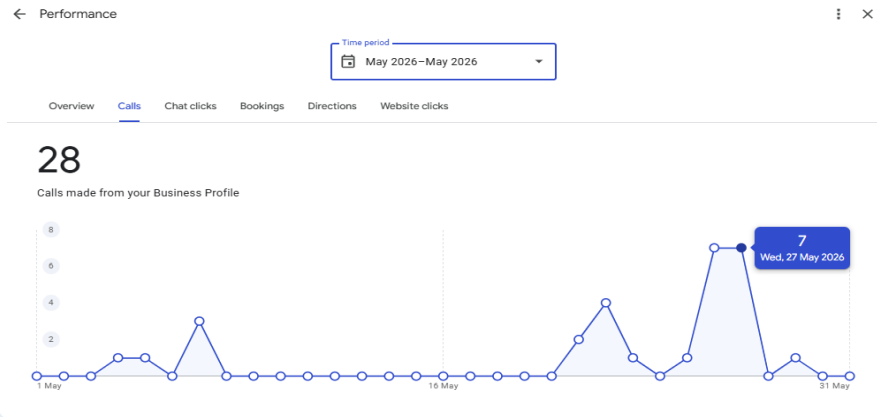
See more

May vs June - Side-by-Side Metrics Comparison

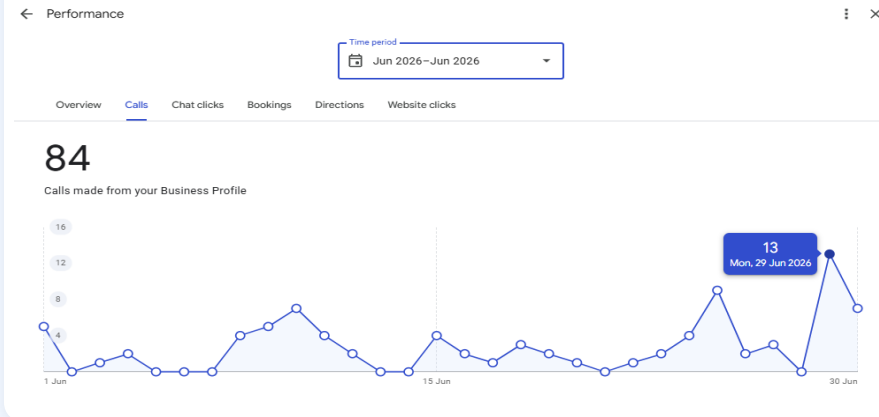
Metric	May 2026	June 2026	Change
Profile Views	894	1,703	▲ 90%
Searches Showed Profile	552	1,040	▲ 88%
Business Profile Interactions	129	372	▲ 188%
Phone Calls (GMB)	28	84	▲ 200%
#1 Search Term - "urgent care near me"	288	609	▲ 111%
#2 Search Term - "urgent care"	150	226	▲ 51%
#3 Search Term - "avid"	97	131	▲ 35%

Phone Calls from Google = 200% Growth Month on Month

MAY 2026 = 28 Calls



JUNE 2026 = 84 Calls



28

May Calls

84

June Calls

+56

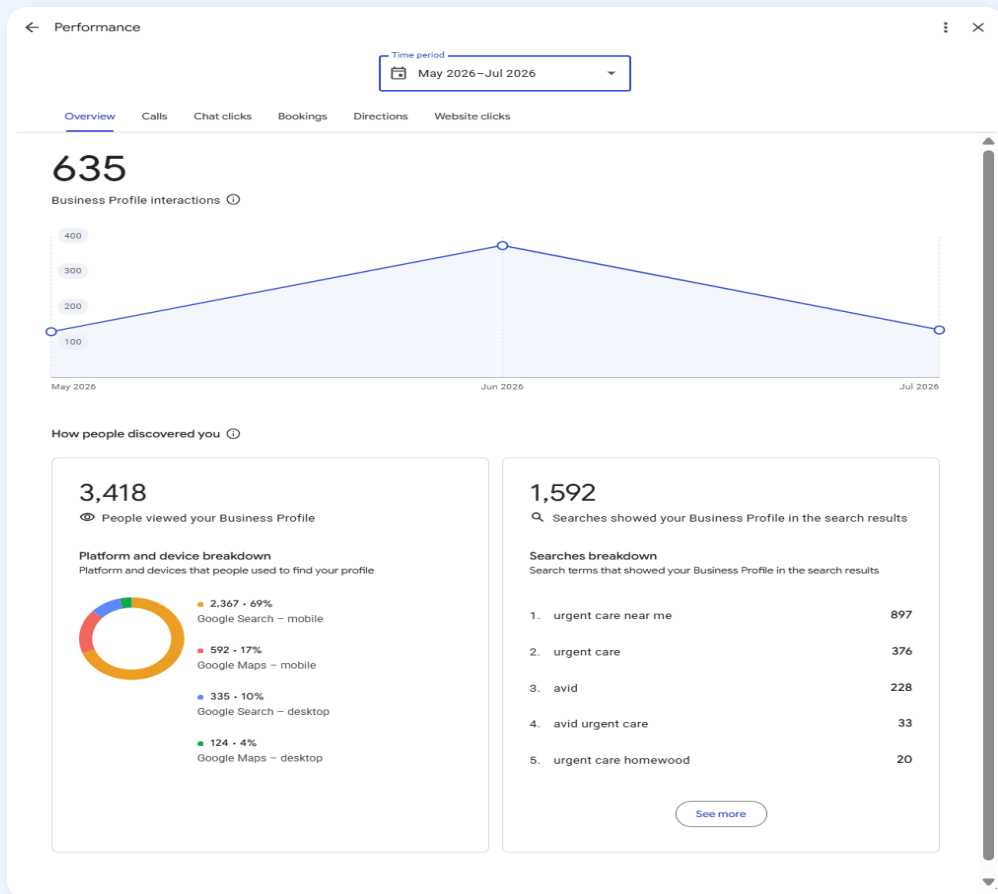
More Calls

200%

Growth Rate

13 calls in a single day (Jun 29), the highest ever recorded for the clinic

Google Business Profile = 3,418 People Discovered Avid Care (May - Jul)



69%

Google Search Mobile

2,367 views

17%

Google Maps Mobile

592 views

10%

Google Search Desktop

335 views

4%

Google Maps Desktop

124 views

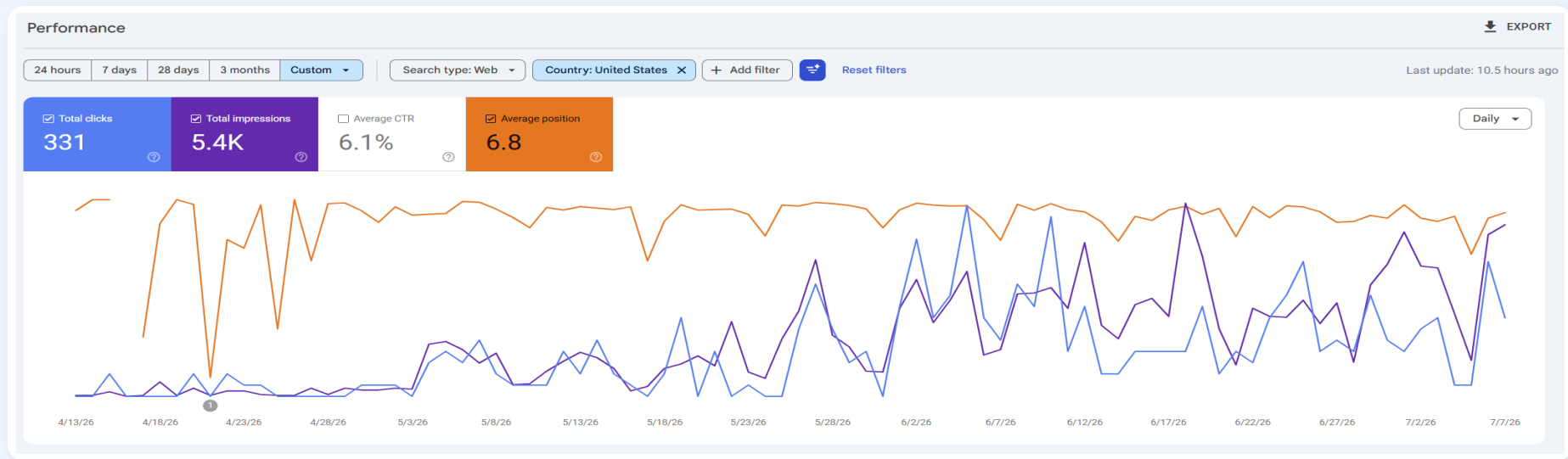
1,592 Unique Search Terms Showed Avid Care in Google Results

Ranking for 40+ unique search terms - including "pediatric urgent care", "urgent care homewood", "hazel crest urgent care", "walk-in clinic" and more

← Searches breakdown	⋮	×
1. urgent care near me	897	
2. urgent care	376	
3. avid	228	
4. avid urgent care	33	
5. urgent care homewood	20	
6. avid urgent care, keddzie avenue, hazel crest, il	19	
7. urgent care hazel crest il	19	
8. avid hotel	< 15	
9. avid urgent care llc 9965 w 151st st , orland park, il 60462 (~ 4.7 mi)	< 15	
10. avid urgent care orland park	< 15	
11. avid urgent care, 17465 keddzie ave hazel crest il 60429	< 15	
12. avid urgent care, 17465 keddzie ave hazel crest, il 60429	< 15	
13. avid urgent care, 17465 keddzie ave, hazel crest, il 60429	< 15	
14. avis urgent care hazel crest	< 15	
15. clinic near me	< 15	
16. clinics near me	< 15	
17. do urgent care do ekg	< 15	
18. hazel crest urgent care	< 15	
19. immediate care near me	< 15	
20. iv	< 15	
21. minute clinic	< 15	
22. minute clinic near me	< 15	
23. minute clinic oak forest	< 15	

← Searches breakdown	⋮	×
18. hazel crest urgent care	< 15	
19. immediate care near me	< 15	
20. iv	< 15	
21. minute clinic	< 15	
22. minute clinic near me	< 15	
23. minute clinic oak forest	< 15	
24. nearest urgent care	< 15	
25. pediatric urgent care	< 15	
26. urgent	< 15	
27. urgent aid near me	< 15	
28. urgent care center	< 15	
29. urgent care chicago heights	< 15	
30. urgent care harvey il	< 15	
31. urgent care hazel crest	< 15	
32. urgent care homewood il	< 15	
33. urgent care in homewood	< 15	
34. urgent care markham ul	< 15	
35. urgent care near hazel crest il	< 15	
36. urgent care near homewood il	< 15	
37. urgent care near me open now	< 15	
38. urgent care on govenors highway n keddzie address	< 15	
39. urgent care	< 15	
40. walk-in clinic	< 15	

Google Search Console = 3-Month Organic Growth (Apr–Jul 2026)



331

Total Clicks

5.4K

Total Impressions

6.1%

Avg. CTR

6.8

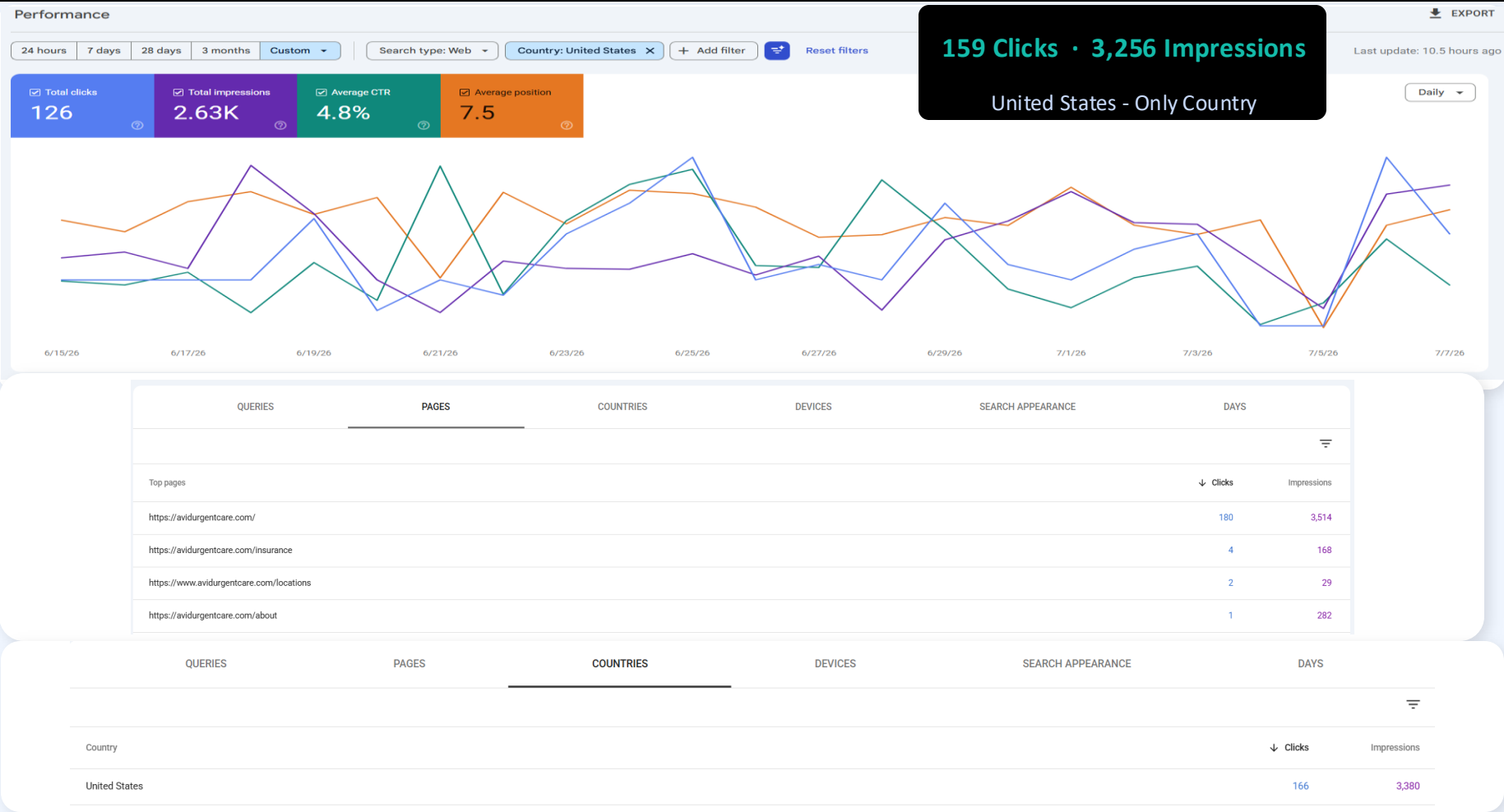
Avg. Position

USA

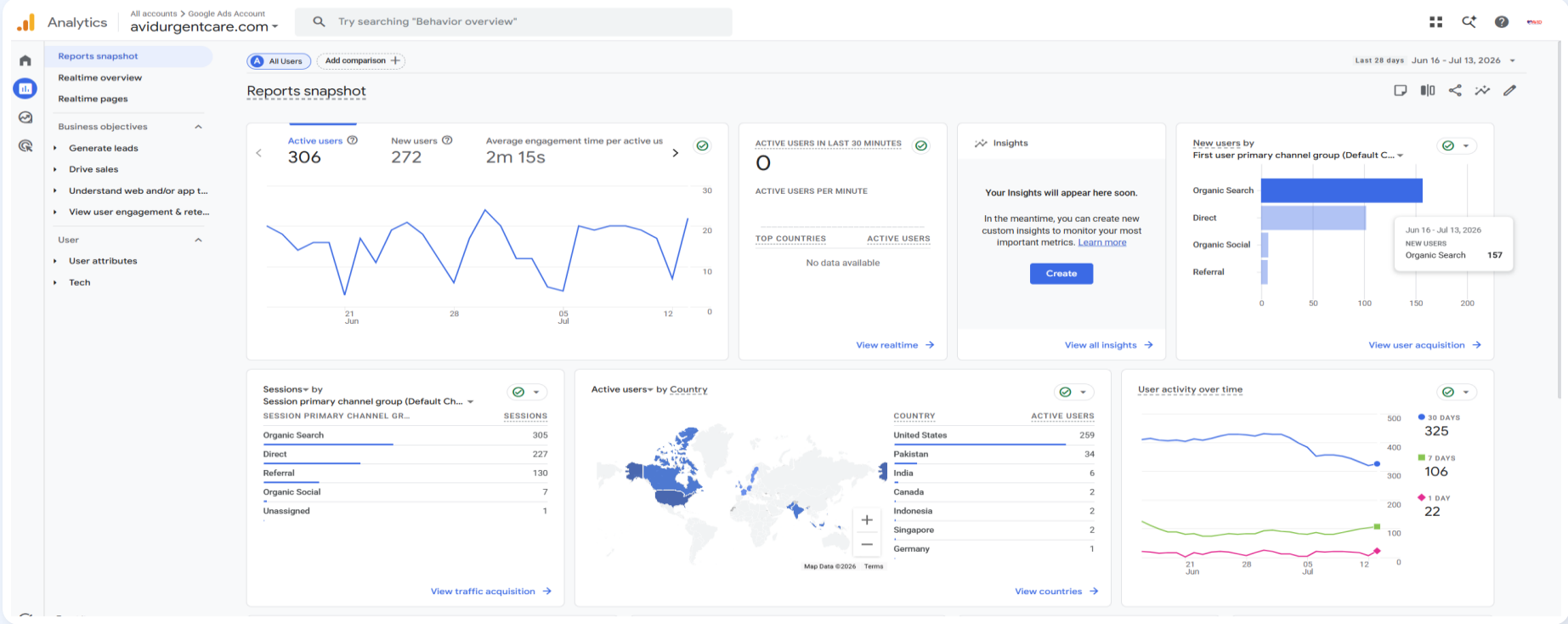
100% US Traffic

Clicks & impressions growing consistently every week - no paid ads involved

Search Console - Jun 15 to Jul 11 · 100% US Traffic · Homepage Dominating



Google Analytics - 306 Active Users · Organic Search Leads (Jun 16 - Jul 13)



306

Active Users

272

New Users

305

Organic Sessions

227

Direct Traffic

157

New via Organic

2m15s

Avg. Engagement

Complete Results Scorecard = Apr to Jul 2026

Metric	Result	Context / Benchmark
Google Profile Views (May–Jul)	3,418	Started at 0 — industry avg new clinic: <500
Searches Showed Profile	1,592	40+ unique search queries driving visibility
Business Profile Interactions	635	Calls + directions + website + chats combined
Phone Calls — June	84	200% growth over May (28 calls)
#1 Keyword: "urgent care near me"	897 searches	Most competitive local healthcare keyword
Organic Search Clicks (3-month)	331	100% US-based, zero paid traffic
Search Impressions (3-month)	5,400	Growing week over week
CTR — 1-month	4.8%	Industry avg: 2 - 4% — above benchmark
CTR — 3-month avg	6.1%	Exceptional — top 15% healthcare nationally
Homepage Impressions	2,300	Homepage = strongest single page
AI Overview Position	#1-2	Both primary Hazel Crest keywords
Local Map Pack Rank	#2	All 3 map pack keywords tested
Average Rank Grid Score	1.2 / 20	Across entire Hazel Crest service area
Analytics Active Users (28 days)	306	157 new users from organic search alone

What's Next - Growth Opportunities We're Targeting



Rank #1 for More Near-Me Keywords

'walk-in clinic near me', 'same-day doctor Hazel Crest', 'urgent care open now' - all high-intent with room to climb.



Scale Reviews to 50+

Currently at 7 reviews / 4.9★. 50+ reviews unlocks stronger map pack dominance and higher AI Overview trust signals.



Condition-Specific SEO Content

Blog articles targeting 'strep throat Hazel Crest', 'flu shots near me IL', 'x-ray urgent care' — captures informational searches.



Paid Social for Walk-In Awareness

Facebook & Instagram geo-ads for a 3–5 mile radius. 69% of traffic is already mobile — paid social closes the gap.



Google Ads (PPC) - Immediate ROI

Supplement organic with search ads on high-intent terms. Click costs in urgent care are high but conversion rates justify it.



Booking Integration

Connect emedpractice.com scheduler directly to GBP — turning profile visitors into confirmed appointments, not just callers.



Local SEO – Avid UC

Avid Urgent Care went from invisible to the first name Google recommends in Hazel Crest.

- 3,418 people discovered the clinic through Google
- 84 phone calls in June — up 200% from May
- Ranking #1 in AI Overview for Hazel Crest searches
- Top 2 in Map Pack for 3 high-intent keywords
- 331 organic website clicks — zero paid search budget
- 40+ search queries driving consistent visibility
- 4.9★ rating — showing up with real patient reviews
- Average Map Grid rank of 1.2 across service area

avidurgentcare.com · 17465 Kedzie Ave, Hazel Crest · (708) 887-7329