

DO NOT DISTURB.

CASE STUDY

HAUS OF SOVEREIGN

Somatic & Spiritual Wellness | Nashville, TN | Prepared July 2026

CLIENT BACKGROUND

Haus of Sovereign is a somatic and spiritual wellness practice in Nashville, Tennessee. The practice offers somatic trauma therapy, spiritual healing, couples work, and holistic mind-body care to clients across the greater Nashville metro.

When they partnered with DND, the practice had a strong brand and loyal clients — but almost no organic search visibility to reach the people actively looking for their services.

Somatic Therapy

Spiritual Healing

Couples Work

Holistic Care

Nervous System

THE CHALLENGE



Invisible in search

Ranking outside page one for nearly every service term — new clients couldn't find them on Google.



Dependent on paid social

New-client flow leaned heavily on paid social ads, which stop producing the moment spend pauses.



No compounding asset

Without an organic footprint, every month started from zero instead of building on the last.

THE SOLUTION

A service + location page program — a dedicated, optimized page for each service in each Nashville-area neighborhood — paired with managed social, so every search for their services could find them.

PHASE 1

50 Pages

Core service + location pages across somatic, spiritual, and couples work

PHASE 2

+25 Pages

Demand-validated expansion into holistic & somatic search terms

TODAY

75 Pages

Live, indexed, and compounding month over month

THE RESULTS

Six months of organic growth

21x

growth in monthly search
impressions

1,903

clicks driven from organic search

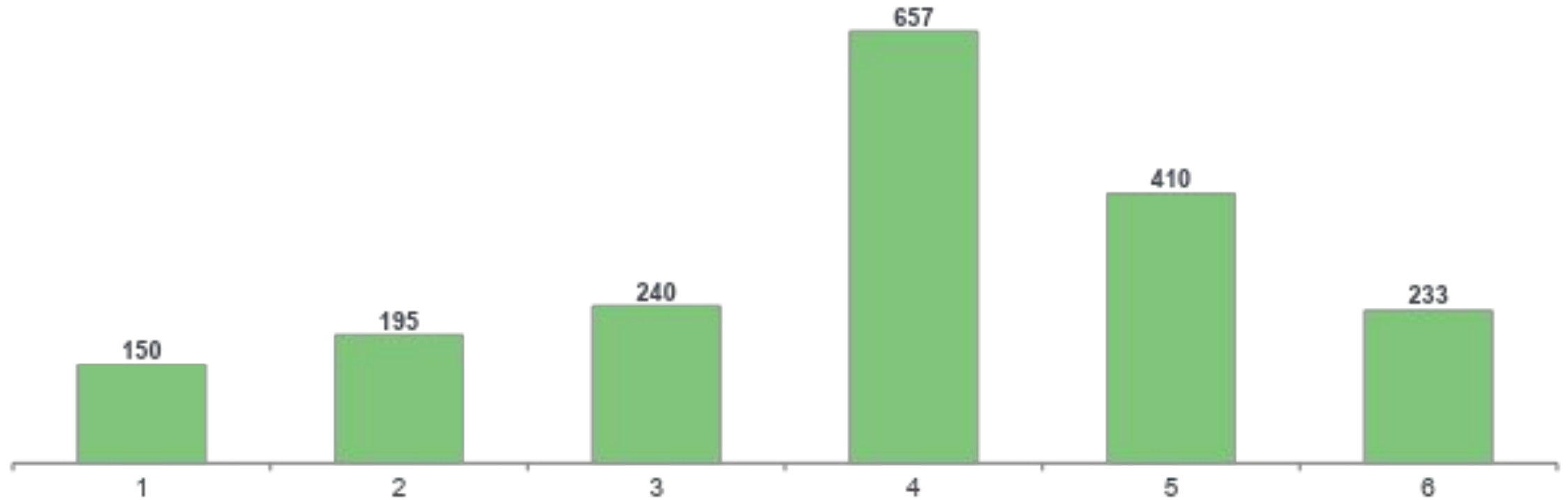
15.6%

average click-through rate

Impressions climbed from 132/month to nearly 2,900/month — the search engine surfacing Haus more every single month.

GROWTH TRAJECTORY

Monthly organic clicks, pulled from Google Search Console



*July reflects data through the 25th. May was the practice's strongest month of 2026.

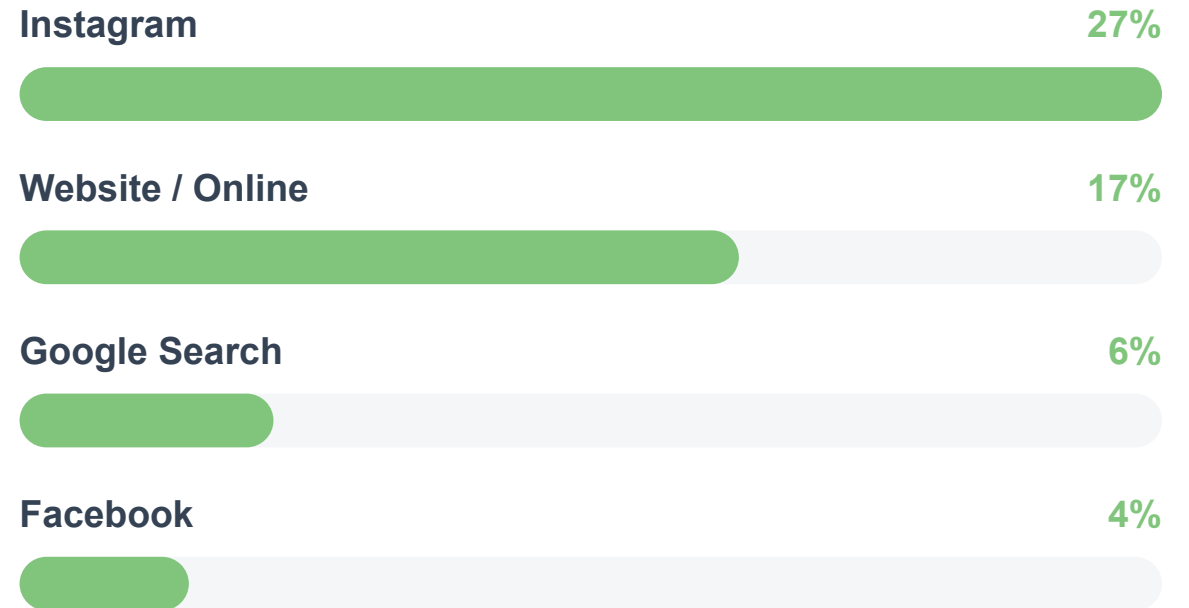
WHERE NEW CLIENTS COME FROM

Across six months of the practice's own referral tracking, the channels DND manages drive the majority of external client inquiries.

54%

of all external inquiries come from DND-driven channels

Instagram alone is the #1 external source — 27%



WHAT A NEW CLIENT IS WORTH

At \$140 per session and an average client relationship of about a year, the organic pages don't just drive traffic — they drive real, compounding revenue.

\$140

per therapy session booked

~1 yr

average client stays with the
practice

\$3,360+

conservative value of a single new
client

The bottom line: the page program pays for itself with just one or two new clients a year. Every client beyond that is pure return — and because pages compound, that return grows the longer they run.

WHY THIS MODEL WORKS



Every page is a doorway

Each service + location page is its own ranking opportunity — more pages means more ways to be found.



Pages are owned, not rented

Unlike paid ads, an organic page keeps working around the clock and doesn't switch off when spend pauses.



Built on real demand

Every page targets a term people in Nashville are already searching — validated against real search data.



It compounds over time

Authority builds month over month. The footprint that grows today keeps paying off long after it's built.

LET'S BUILD YOUR FOOTPRINT.

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