

Medication Landing Page Plan Q4 2024

Important information regarding weight loss medications

There really aren't many prescription medications for weight loss. The breakdown of what there is on the market and what we have or haven't already done pages for is in the first table below.

For most of these, x prescription or x online have no volume; often x for weight loss has no volume; in other words, people are not searching for them.

Observations

- **5 out of 13 weight loss pages have generated 149 bookings** in the past 20 weeks (not all pages have been live that long). 8 out of 13 weight loss pages have generated 0 bookings.
- **2 of 5 ADHD pages have generated 19 bookings** in 14 weeks (not all pages have been live that long).
- **1 of 2 anxiety pages have generated 38 bookings** in 9 weeks (not all pages have been live that long).
- **0 of 3 depression pages have generated bookings** in 14 weeks (not all pages have been live that long).
- **In total 9 out of 24 medication pages (37%) have generated a total of 213 bookings**, which means 15 (63%) have generated no bookings.
 - Pages with the most booking have generally been live the longest and are ranking high or no. 1 for a relevant keyword.
 - **Weight loss pages with bookings:** phentermine, tirzepatide qsymia, metformin, mounjaro.
 - **ADHD pages with bookings:** adderall, ritalin
 - **Anxiety pages with bookings:** xanax
- In the same timeframe **53 out of 333 (16%) blogs have generated 1,200 bookings**, the majority of which were created or optimized in 2024.

See [landing page data](#).
See past [medication list](#).

Medication	FDA approved use	Existing med page
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Zepbound (tirzepatide)	Weight loss	<ul style="list-style-type: none"> • Yes • for Zepbound online prescription (20/600) • and tirzepatide prescription online (0/500)
Wegovy (semaglutide)	Weight loss	<ul style="list-style-type: none"> • Yes • for Wegovy online prescription (9/1800) • and Semaglutide online prescription (22/1,200)
Xenical (orlistat)	Weight loss	<ul style="list-style-type: none"> • No • Xenical (55/7,500) • Orlistat(63/35,000)
Qsymia (phentermine-topiramate)	Weight loss	<ul style="list-style-type: none"> • Yes • for Qsymia prescription online (5/200) • Phentermine-topiramate (34/8800) • Topiramate weight loss (4/14000) • Note: creating a page for an ingredient name when no generic is available is difficult because the content is largely the same as the page for the brand name.
Contrave (naltrexone-bupropion)	Weight loss	<ul style="list-style-type: none"> • Yes • for contrave-prescription-online (3/150) • Naltrexone-bupropion (n/a/150)
Saxenda (liraglutide)	Weight loss	<ul style="list-style-type: none"> • Yes • For saxenda prescription online (2/100) • liraglutide (63/36,000) for ingredient name • liraglutide for weight loss (25/250)

Phentermine (generic)	Weight loss	<ul style="list-style-type: none"> • Yes • For phentermine online (5/1,000)
Adipex-P (phentermine)	<ul style="list-style-type: none"> • Weight loss 	<ul style="list-style-type: none"> • No • Covered on phentermine (a brand name version of phentermine) page, which is ranking 5 already for Adipex online, buy adipex, 1 for how to get adipex prescription, and 3 for adipex prescription online as well as others • Adipex-P (57/1500)
Diethylpropion (generic)	Weight loss	<ul style="list-style-type: none"> • No • (30/10000)
Naltrexone	Opioid and alcohol abuse disorders	<ul style="list-style-type: none"> • No • Have blog post on naltrexone for weight loss — ranks 8 for naltrexone for weight loss and 5 for naltrexone weight loss, 27 plp visits and 0 bookings since April 2024 • Could redirect post to new med page, but I don't think the med page will rank as highly, which means we'll not likely get conversions.
Metformin (generic)	Diabetes	<ul style="list-style-type: none"> • Yes • For metformin weight loss • Ranked 6 for metformin prescription online (0/400)
Zonisamide (brand: Zonagran, no volume)	Seizures	<ul style="list-style-type: none"> • No • Found has page on it for weight loss • Zonisamide weight loss (0/500) • Zonisamide (31/34,000)
Ozempic (semaglutide)	Diabetes	<ul style="list-style-type: none"> • Yes

		<ul style="list-style-type: none"> For ozempic online prescription (16/3,900)
Mounjaro (tirzepatide)	Diabetes	<ul style="list-style-type: none"> Yes For mounjaro online prescription (450/1) (mounjaro prescription online has higher volume 1/1200)
Victoza (liraglutide)	Diabetes	<ul style="list-style-type: none"> No Victoza (4/30) liraglutide (63/36,000) liraglutide for weight loss (25/250) Victoza for weight loss (7/3,800)
Trulicity (dulaglutide)	Diabetes	<ul style="list-style-type: none"> No Sesame has page Med not successful for weight loss Trulicity (34/54,000) Dulaglutide (35/18,000) Dulaglutide weight loss (3/450) Trulicity weight loss (4/12,000)
Farxiga (dapagliflozin)	Diabetes, CKD, heart failure	<ul style="list-style-type: none"> No Ro and Sesame have pages Farxiga (36/222,000) Farxiga for weight loss (1/200) Dapagliflozin (47/49,000) Dapagliflozin weight loss (1/80)
Pramlintide (brand: Symlin)	Diabetes	<ul style="list-style-type: none"> No Pramlintide (14/3,400) Symlin (8/800)

Proposed new and optimizations of medication pages for Q4 2024

Goal: 15 medication pages/month (5/month previously)

Monthly budget:

- Writing \$4,500
- Reviewing \$1,125

Month	Med (kd)	Potential monthly volume/conversions at .01% of potential volume (once ranking)	Status
December 2024	<p>Create</p> <ol style="list-style-type: none"> 1. Evekeo (ADHD) (9) 2. Daytrana (ADHD) (5) 3. Quillivant (ADHD) (7) 4. Jornay PM (ADHD) (10) 5. Metadate CD (ADHD) (8) 6. Vyvanse prescription online (ADHD) (4) 7. Dexmethylphenidate ER (ADHD) 8. Xenical (weight loss) (54 / 7400) 9. Orlistat (63) 10. Naltrexone weight loss (7)* 11. Rybelsus weight loss (14/16000) 12. Dulaglutide weight loss (3/450) 13. Trulicity weight loss (4/12000) 14. Topiramate weight loss (4/14000) 15. Oral semaglutide weight loss (8/3100) <p>Optimize existing pages</p> <ol style="list-style-type: none"> 1. Ritalin 2. Semaglutide 3. Wegovy 	<p>2700 / 27</p> <p>3100 / 31</p> <p>2700 / 27</p> <p>11,000 / 110</p> <p>2400 / 24</p> <p>700 / 7</p> <p>6700 / 67</p> <p>7500 / 75</p> <p>35,000 / 350</p> <p>12,000 / 120</p> <p>222,000 / 2,200</p> <p>450 / 4</p> <p>12,000 / 120</p>	<p>Ready to publish</p> <p>Published</p> <p>Ready to publish</p> <p>Published</p> <p>Content</p> <p>Content</p> <p>Editing</p> <p>Planning</p> <p>planning</p> <p>Planning?</p> <p>Planning</p> <p>Planning</p> <p>Planning</p>
Jan 2024	<p>Create</p> <ol style="list-style-type: none"> 1. Farxiga for weight loss (1/200) 2. Pramlintide 3. Zonisamide weight loss 4. Diethylpropion (30/10,000) 5. liraglutide for weight loss (25/250) 6. Victoza for weight loss (7/3,800) 7. Symlin (8/800) 8. celexa for anxiety (13/3500) 9. trazodone for sleep (13/40K) 10. ramelteon for sleep (12/400) 	<p>200 / 2</p> <p>3400 / 34</p> <p>500 / 5</p> <p>10,000 / 100</p> <p>250 / 3</p> <p>3,800 / 38</p> <p>450 / 4</p> <p>800 / 8</p> <p>14,000 / 140</p> <p>3100 / 31</p>	

	11. quviviq (11/2200) 12. daridorexant (13/4100) 13. atenolol for anxiety (7/800) 14. amoxicillin online (0/800) [strep throat] 15. valium online (8/400) Optimize existing pages 1. Zepbound 2. Adderall 3. Others TBD	3,500 / 35 40,000 / 400 400 / 4 2,200 / 22 4,100 / 41	
Feb 2024	Create 1. doxepin for sleep (12/7900) 2. belsomra for sleep (13/500) 3. inderal for anxiety (16/1500) 4. marplan (11/1100) 5. nardil (15/4100) 6. emsam (12/2900) 7. glimepride (40/1300) 8. glipizide weight loss (13/200) 9. glucotrol (12/4900) 10. azithromycin online (0/350) [antibiotic] 11. lexapro prescription (39/600) 12. rozarem (14/250) 13. sertraline online prescription (3/200) Optimize existing pages TBD data at the time	7,900 / 79 500 / 5 1500 / 15 1100 / 11 4100 / 41 2900 / 29 13200 / 13 200 / 2 4900 / 49 800 / 8 350 / 3 600 / 6 250 / 3 400 / 4 800 / 8 200 / 2	