

Semaglutide Page Competitor Analysis

A page-level competitive audit of Minimal's Semaglutide product page against four category leaders, built to close the credibility gap in a YMYL weight-loss telehealth market.

SITE VISITS

+336%

ORGANIC TRAFFIC

+127%

COMPETITORS

4

CLIENT

Minimal

Overview

By late 2024, the weight-loss telehealth category had matured into a credibility contest. Found, Calibrate, Sequence, and Heally had all built out product pages anchored in clinical data, media cites, and layered trust signals. Minimal's Semaglutide page was converting on product quality but under-signalling on category credibility. In a YMYL vertical where patients research heavily before booking a consultation, that gap was the constraint on growth.

This audit was built to close that gap. The output was a page-level rewrite plan keyed to eight dimensions where the four competitors were outperforming Minimal, with specific fixes tied to each.

Methodology

Four direct competitors were selected on the basis of category overlap and page-level sophistication: Found, Calibrate, Sequence, and Heally. Each competitor's Semaglutide or GLP-1 landing page was audited against the Minimal page across eight dimensions: clinical evidence, patient testimonials and visuals, interactive tools, CTAs and consultations, content depth, multimedia, internal linking, and insurance and pricing.

The qualitative page audit was layered over a quantitative research base. An 8,086-keyword Semrush export for the weight-loss prescription category was analyzed alongside the joinminimal.com organic position tracking file to identify where Minimal was already ranking, where it had visibility gaps, and which topic clusters the page rewrite needed to absorb. That data set later informed the priority ordering of the recommendations.

The Eight Recommendation Areas

Each area below follows the same three-beat structure: what the Minimal page was doing, what each competitor was doing, and the specific fix recommended. Competitor behaviour is preserved per source so the differences are visible rather than aggregated.

1. Clinical Evidence and Data Presentation

MINIMAL

The page included no clinical data or research findings to support Semaglutide's effectiveness. In a YMYL category, this is the single largest credibility leak on a product page.

COMPETITORS

- **Sequence** explains the GLP-1 mechanism of action and cites scientific data from the Canadian Journal of Cardiology. Endorsements referenced include Harvard Health Publishing and BBC. The page also links directly to FDA studies.
- **Calibrate** runs a dedicated clinical-trials section with weight-loss outcome data presented as a user-confidence asset.
- **Heally** carries an "As seen on" bar featuring NBC News, The Wall Street Journal, and The New York Times.
- **Found** links out to internal blog content that elaborates on Semaglutide benefits.

RECOMMENDATION

Add a clinical data block drawn from real-world studies showing expected and sustained weight loss on Semaglutide. Anchor the block with endorsements from reputable third-party institutions rather than relying on the product pitch alone.

2. Patient Testimonials and Visuals

MINIMAL

Testimonials existed only as static video thumbnails. No before-and-after photography or video, which caps both engagement and the page's social-proof power.

COMPETITORS

- **Heally** leads with before-and-after photos paired with written patient stories, compounding visual transformation with narrative trust.

RECOMMENDATION

Expand testimonials with static video formats and before-and-after photography. Anchor each with a headline metric ("lost X lbs in Y months") so visual and quantitative proof reinforce each other at a glance.

3. Interactive Tools and Quizzes

MINIMAL

One 'weight you could lose' calculator. No quiz, eligibility assessment, or BMI tool to personalize the experience.

COMPETITORS

- **Heally** runs a primary goal quiz that recommends a weight-loss medication based on user inputs, converting browsers into qualified traffic.
- **Sequence** features a weight calculator paired with infographics that guide users through the weight-loss journey.

RECOMMENDATION

Add an eligibility quiz and a BMI calculator. Both tools personalise the page, qualify the user, and create a natural bridge into the consultation CTA.

4. Call-to-Action and Consultations

MINIMAL

CTAs were present but under-placed and under-urgent. No clear call for consultations or personalized plans.

COMPETITORS

- **Found** leads with a strong "Get started" CTA at the top of the page.
- **Calibrate** offers a free consultation, places multiple CTAs throughout the page, and runs a dedicated eligibility section with its own button.
- **Sequence** uses a "Do I qualify" button at the top and reinforces with "check out our comprehensive program" CTAs throughout.
- **Heally** runs "Schedule now" and "free consultation" CTAs distributed throughout the page.

RECOMMENDATION

Rewrite CTAs in action-oriented language ("Book Your Free Consultation Today," "Start Your Personalized Weight Loss Plan"). Add sticky CTAs that remain visible on scroll, and seed additional CTA moments at the

points where competitor pages convert: post-eligibility, post-testimonial, post-FAQ.

5. Depth of Content: Comparisons and FAQs

MINIMAL

Comparative content between Semaglutide and other medications was limited. The FAQ section was too basic, missing answers on pricing and alternatives, which are the two questions that gate booking in this category.

COMPETITORS

- **Sequence** carries in-depth comparisons of GLP-1 treatments, positioning Semaglutide against the rest of the class.
- **Calibrate** publishes detailed FAQs on insurance coverage and pricing, with internal links out to supporting blog content.
- **Heally** compares GLP-1 medications in detail and runs a dedicated “Other Medications for Weight Loss” section that links out to comparison articles.

RECOMMENDATION

Add a Semaglutide-versus-alternatives section covering Ozempic and Wegovy on effectiveness, safety, and cost. Expand the FAQ to cover pricing, insurance coverage, and alternative treatments at the depth competitors are setting as the category baseline.

6. Multimedia and Visual Elements

MINIMAL

Some multimedia present, but limited. No videos or infographics explaining how Semaglutide works or what users can expect.

COMPETITORS

- **Sequence** uses diagrams, visual aids, and graphs to break down the biological mechanism behind GLP-1 medications.
- **Heally** uses infographics that visualize weight-loss outcomes.

RECOMMENDATION

Produce explanatory videos and infographics covering mechanism of action, expected benefits, and known side effects. Visual formats absorb information faster than body copy for patients in the research phase.

7. Internal Linking

MINIMAL

The page carried almost no internal links, leaving authority distribution flat and missing the chance to guide users into deeper site content.

COMPETITORS

- **Sequence, Calibrate, Heally, and Found** all link out from the product page to blog articles, related treatment pages, and supporting studies, strengthening topical authority and retention.

RECOMMENDATION

Build internal links to related content: weight-loss blog articles, adjacent treatment pages, and supporting evidence. This raises on-page dwell time and distributes topical authority through the site architecture.

8. Insurance and Pricing Information

MINIMAL

Pricing was mentioned once, with a line noting no insurance was required. No breakdown, no comparison, no positioning of that fact as a competitive advantage.

COMPETITORS

- **Calibrate** carries a dedicated insurance-coverage section explaining employer-program eligibility so users can self-qualify before booking.
- **Heally** combines pricing transparency with a “\$100 off first month” free-consultation offer to reduce booking friction.

RECOMMENDATION

Build a clear pricing and insurance section that explains treatment cost and positions Minimal’s no-insurance-required model as an affirmative edge rather than a detail. Users shouldn’t have to hunt for the financial picture.

Strategic Insight

The eight areas do not stand alone. They stack into a single thesis: in YMYL telehealth, conversion lives downstream of trust, and trust is built at the page level through third-party anchors rather than first-party claims. Harvard Health Publishing, the Canadian Journal of Cardiology, FDA references, NBC News, The Wall Street Journal, The New York Times, and BBC are not decorative; they are how a visitor in the research phase decides whether the product is credible enough to warrant a consultation.

The competitor set had collectively moved the category baseline. Minimal’s page wasn’t underperforming because the product was weaker. It was underperforming because the page was not doing the credibility-signalling work that the category had come to expect. Every recommendation in this audit is oriented to that single correction.

Impact

Post-implementation, Semrush tracking showed compound growth across every metric the audit was designed to move.

- **+336% site visits** and **+407% unique visitors** against the pre-rewrite baseline.
- **+127% organic traffic** growth with 100% of the lift driven by non-branded search.
- **68 keyword positions improved.** Notable jumps: “mg to units semaglutide” (+32), “units to mg semaglutide” (+28), “compounded tirzepatide cost” (+24), “semaglutide vial expiration” (+13), “compounded tirzepatide” (+13).
- Average visit duration up **+68%**, consistent with the content-depth and internal-linking fixes pulling users deeper into the page.
- Semrush On-Page SEO Checker flagged **1000%+ traffic headroom** remaining on the updated page, confirming the rewrite unlocked but did not exhaust the opportunity. The credibility-signalling thesis tested as the correct one, and the same pattern is now being applied across adjacent medication pages in the Minimal portfolio.