

# Local SEO Case Study

## 1. Case Study Overview

**Business Type:** Eye Care Center / Optometry Clinic

**Service Area:** Ikoyi, Lagos

**Project Duration:** 6 Months

**Main Goal:** Improve local search rankings and generate more patient leads through Google Search and Google Business Profile.

## 2. The Challenge

### 🔍 Problems Before the Local SEO Campaign

When we began working with SpecsSmart Eye Clinic, the business had a physical location and loyal patients but lacked a strong digital presence.

**Limited Online Visibility:** The clinic was not ranking for important eye care search terms in Ikoyi, making it difficult for potential patients to discover the clinic through Google search.

**Low Website Traffic:** The website had very little organic traffic, and most new patients came from referrals rather than online searches.

**Monthly Organic Traffic Before Campaign:**



**Unoptimized Google Business Profile:** The Google Business Profile was underutilized and missing important optimization elements.

#### Issues included:

✗ Missing service descriptions

✗ Few clinic photos

✗ Few clinic photos

✗ Limited keywords in the business description

✗ Low engagement from potential patients

#### Monthly GBP interactions before campaign:



**Local SEO Technical Issues:** Several foundational SEO elements were missing from the website.

- No structured schema markup
- Limited service-focused pages
- Weak internal linking structure
- Poor keyword targeting

These issues made it difficult for Google to understand the clinic's services and rank the website for relevant searches.

**Lack of Local Authority:** The clinic had very few local citations and backlinks, which reduced trust signals for search engines. Business information was also inconsistent across some directories, weakening local ranking potential.

**No Performance Tracking:** No Performance or call tracking tools were active, so there was no visibility into performance or lead behavior.

### 3. The Strategy

To improve local visibility and attract new patients, we implemented a structured 6-month Local SEO strategy focusing on three key pillars:

- Local search optimization
- Authority building
- Patient engagement

#### **Phase 1: Foundation & Setup (Months 1-2)**

► **Google Business Profile Optimization:** We completely optimized the clinic's Google Business Profile.

**Actions included:**

- Optimizing primary and secondary categories

- Adding all eye care services
- Writing an SEO-friendly business description
- Uploading clinic and equipment photos
- Enabling messaging and appointment options

► **NAP Consistency:** We ensured consistent Name, Address, and Phone Number (NAP) across key directories. More than 40 local and healthcare directories were optimized, including:

- Yelp
- Bing Places
- Health-related directories
- Nigerian business listings

► **Built Service & Location Landing Pages:** Created SEO-optimized pages targeting primary services (Comprehensive Eye Care, Contact Lens Evaluation And Fitting, On The-Spot Glazing, Glasses repairs) and surrounding neighborhoods.

► **Implemented Structured Data:** Added LocalBusiness schema, review schema, and service schema for better local search understanding.

## **Phase 2: Authority & Reputation Building (Months 3-4)**

► **Local Citation Building:** Built 60+ local citations across trusted business directories and healthcare platforms. These citations helped strengthen local authority and improve Google's trust signals.

► **Local Backlinks & Community Trust:** Earned mentions from local partners, community organizations, and local sponsorship placements.

► **Review Generation Strategy:** A systematic review strategy was implemented to encourage satisfied patients to leave Google reviews via follow-ups, SMS, and QR codes to build a competitive 5-star review portfolio.

### **Phase 3: Growth & Ongoing Optimization (Months 5-6)**

► **Weekly Google Business Profile Posts:** We published weekly GBP posts featuring. These posts helped increase engagement and improve local relevance signals.

- Vision care tips
- Eye health awareness content
- Clinic updates
- Promotions and offers

► **Content Marketing:** We expanded the website's content with helpful guides targeting long-tail search queries.

- Signs you need an eye exam
- Benefits of regular vision tests
- How to choose the right prescription glasses
- Eye care tips for digital screen users

► **Local Ranking Monitoring with Heat-Map GeoGrid Reports:** Tracked local rankings using GeoGrid reports to monitor keywords like “eye clinic near me” and “optometrist Ikoyi.”

► **Reputation Management:** Responding to every review promptly to increase trust and engagement.

### **📅 Execution Timeline:**

## **Month 1-2: Foundation & Local SEO Setup**

- Conducted a full website SEO audit
- Performed a Google Business Profile optimization
- Updated business description with local keywords
- Added all eye care services to the GBP
- Uploaded clinic photos and service images
- Fixed NAP consistency across local directories
- Built core service pages targeting eye care services in Ikoyi
- Implemented LocalBusiness and Service schema markup
- Installed Google Search Console and analytics tracking

## **Month 3-4: Authority & Local Trust Building**

- Built local citations on 40+ trusted directories
- Acquired local backlinks from relevant platforms
- Optimized service pages with location-based keywords
- Implemented a review generation system for patients
- Uploaded additional clinic photos and patient experience images
- Improved internal linking across service pages
- Started monitoring rankings with local grid tracking tools

## **Month 5-6: Growth, Visibility & Engagement**

- Published weekly Google Business Profile posts
- Shared eye care tips and vision health content
- Added blog content targeting long-tail keywords
- Continued citation and backlink acquisition
- Expanded local keyword targeting for Ikoyi searches
- Monthly performance monitoring and ranking heatmaps
- Responded to all Google reviews and patient feedback

## 4. Results & Success Metrics

**Google Search Console Growth ( Month 1 →Month 6):**

| Metric                          | Month 1 | Month 6 |
|---------------------------------|---------|---------|
| Monthly Clicks                  | 1.75k   | 9.98k   |
| Impressions                     | 111k    | 486k    |
| Click-Through Rate              | 1.6%    | 2.1%    |
| 5-Month Total Clicks: 8.81k     |         |         |
| 5-Month Total Impressions: 481k |         |         |

**Google Business Profile Performance:**

| Metric                     | Month 1 | Month 6 | 6-Month Total |
|----------------------------|---------|---------|---------------|
| Total Monthly Interactions | 489     | 633     | 2026          |
| Phone Calls                | 55      | 98      | 276           |
| Website Clicks             | 66      | 59      | 226           |
| Direction Requests         | 355     | 426     | 1473          |

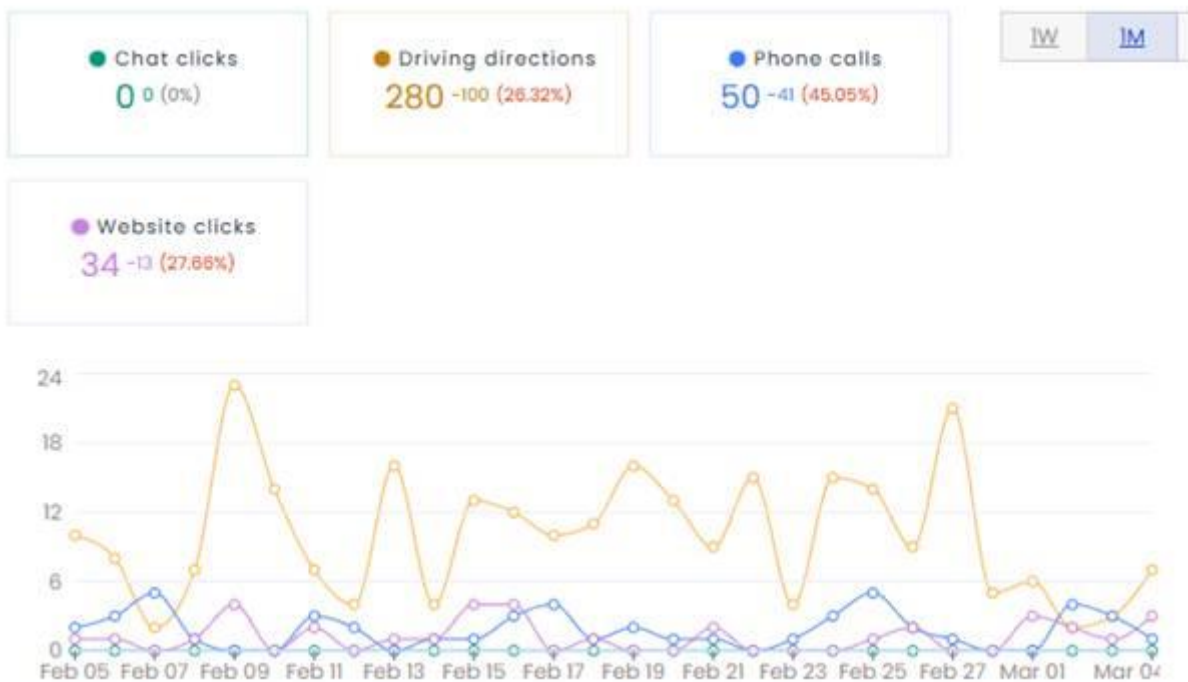
## 5. Implementation - Before and After Position

## Where We Started (Month 1)

—Google Search Console:



—Google Business Profile:



## Where We Now ( Month 6 )

—Google Search Console:



## Google Business Profile

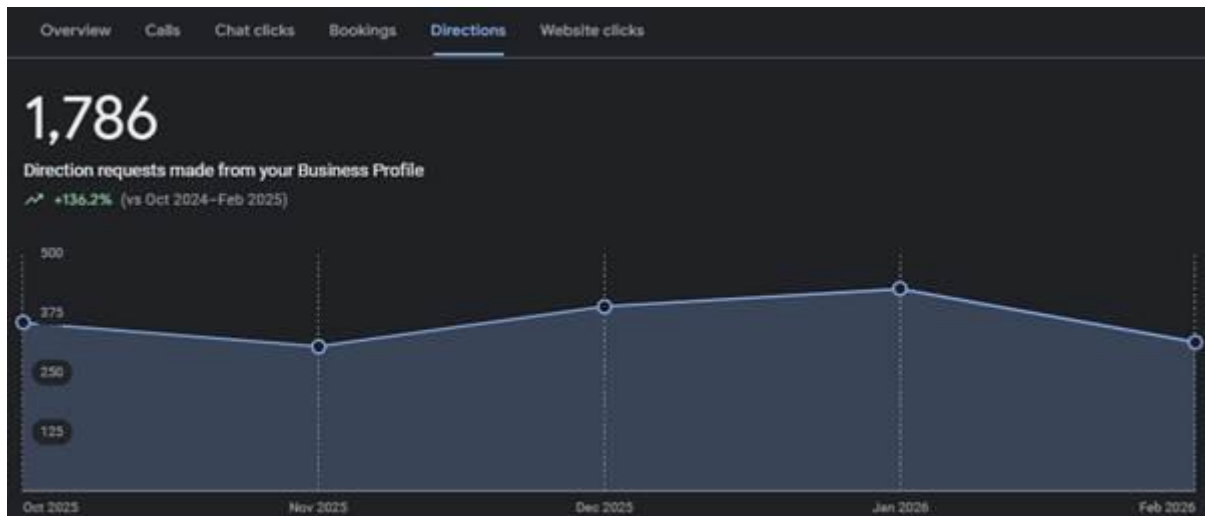
### 1. Overview:



### 2. Calls:



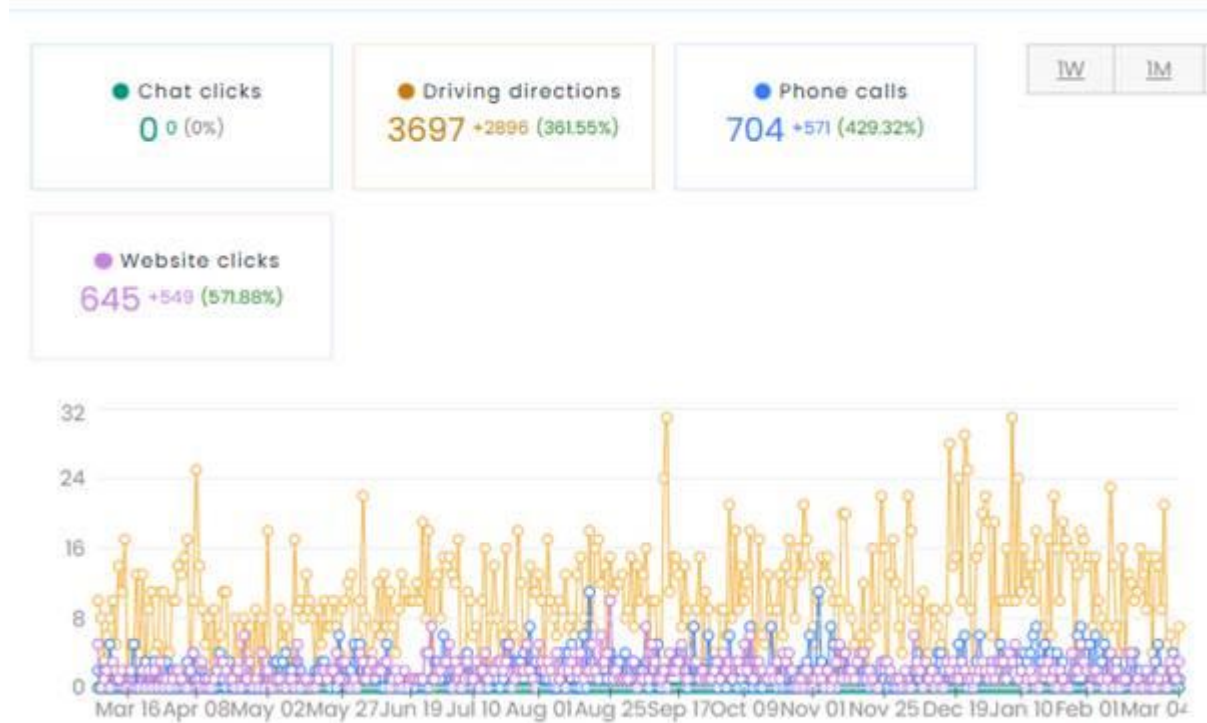
### 3. Directions:



### 4. Website Clicks:



### 5. Business Contacts:

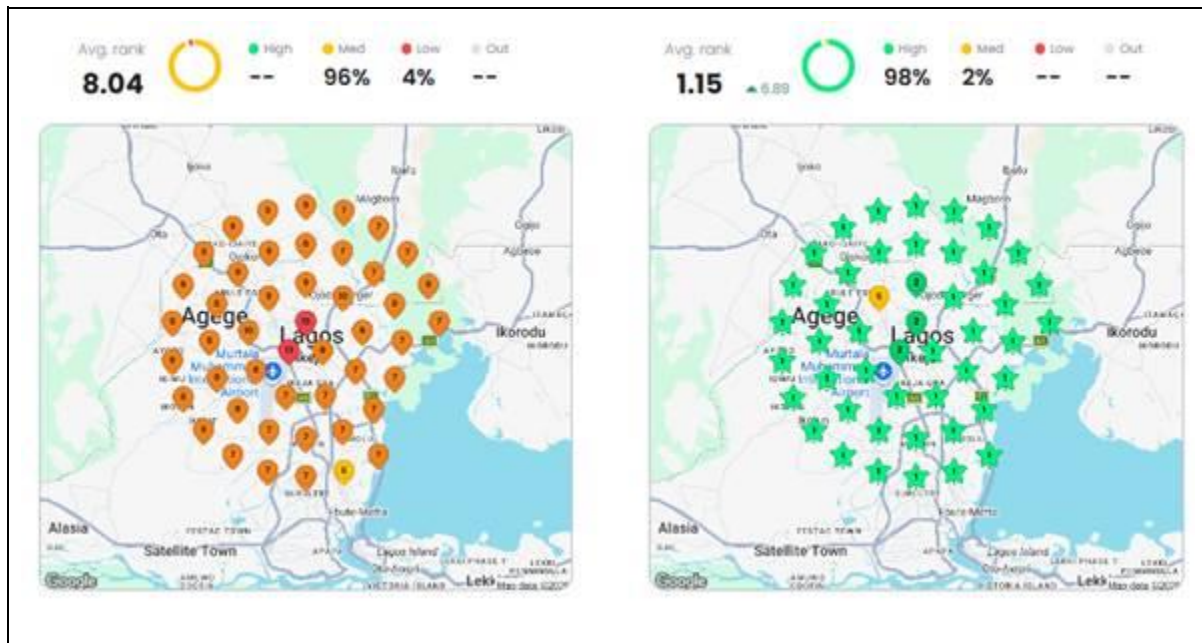


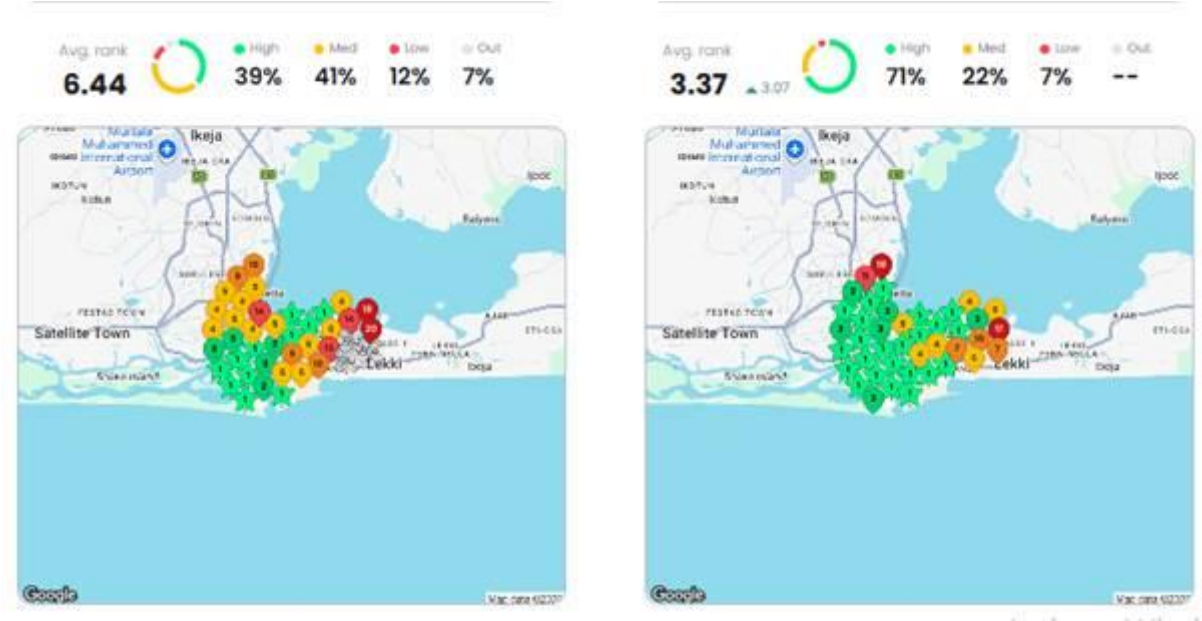
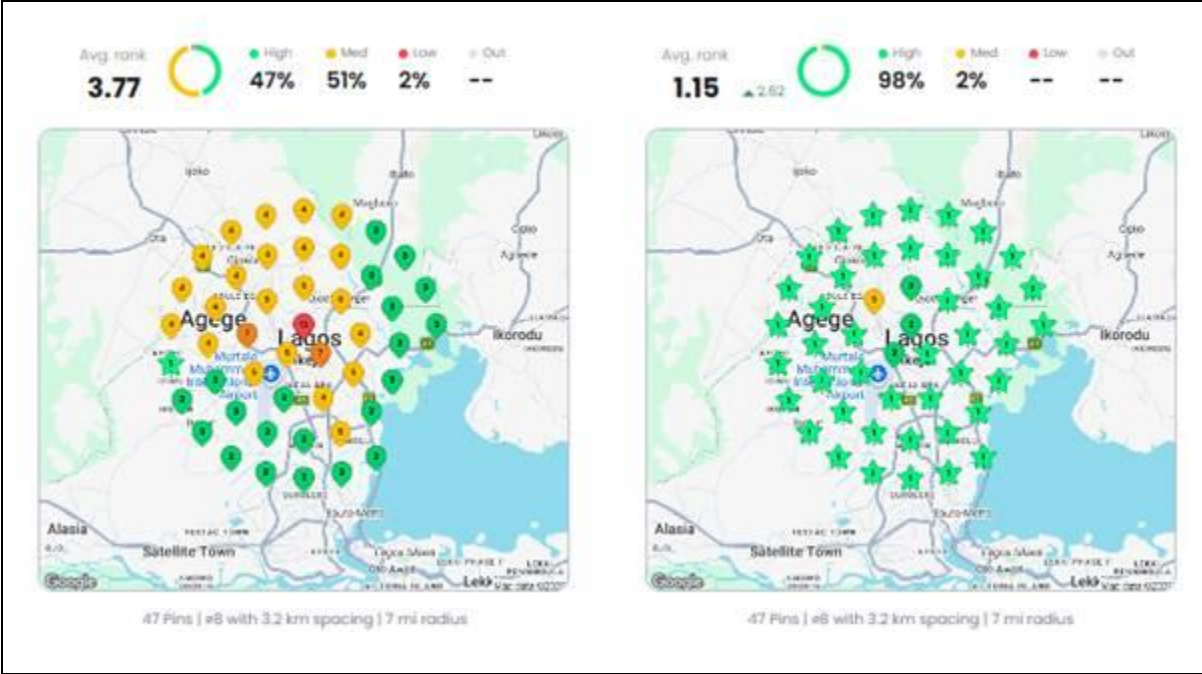
## 6. Statistics:

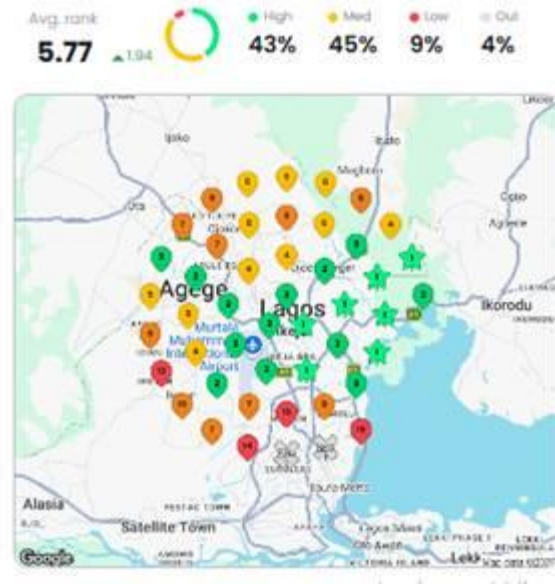
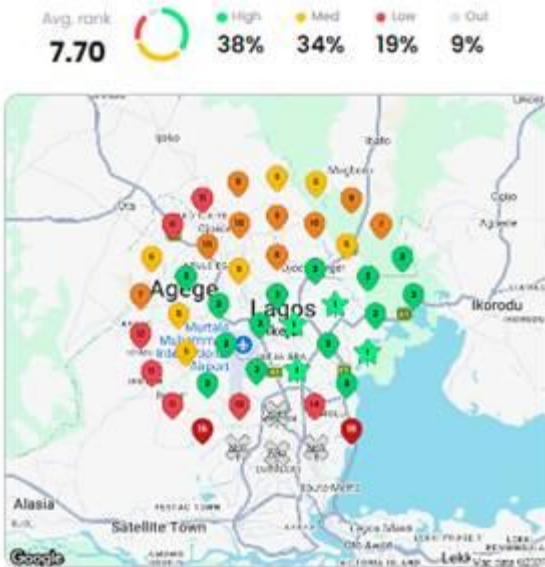


## Google Business Profile Ranking Comparison

We used the local dominator for Local keywords rank tracking. I will show the data on where we started and now what the conditions of this business are.







## Key Wins & Strategic Impact

- ✓ Built a strong local authority from a zero-presence starting point
- ✓ Increased trust and proof with consistent review collection
- ✓ Drove measurable call and lead growth
- ✓ Expanded local keyword footprint and began moving into the 3-Pack
- ✓ Strengthened relevance with service pages, local content, and schema
- ✓ Consistent GBP posting and engagement reinforced visibility signals

## Tools Used

- Google Search Console
- Google Business Profile Insights
- Ahrefs
- Local Dominator (GeoGrid)
- Screaming Frog
- Canva

## 6. Conclusion

This 6-month Local SEO campaign successfully strengthened the online visibility of the eye clinic, helping it become a more recognizable and trusted eye care provider in Ikoyi. Through a structured local SEO strategy, the clinic improved its search presence and began generating consistent patient inquiries from Google.

### **6-Month Customer Activity Summary:**

- **📞 Total Phone Calls: 331**
- **🖱️ Total Website Clicks: 257**
- **📍 Total Direction Requests: 1786**

In local search rankings, the clinic achieved steady progress toward stronger positions in the Google Map Pack. High-intent keywords such as “eye clinic near me,” “optometrist Ikoyi,” and “eye test Ikoyi Lagos” gradually improved as the clinic’s local authority increased. This growth was supported by building a strong SEO foundation — optimized Google Business Profile, consistent NAP information, high-quality citations, optimized service pages, structured schema markup, local backlinks, and an effective review generation strategy. Regular Google Business Profile posts, updated clinic photos, and locally relevant content further strengthened engagement and visibility.

What began as a clinic with limited local search exposure is now on a clear path toward becoming a leading eye care provider in Ikoyi — supported by measurable growth, increased patient interactions, and a stronger presence in local search results.

