

OUTRANK LOCAL SEARCH CASE STUDY

CROFTON HEALTHCARE



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Crofton Healthcare are osteopaths who offer a wide range of osteopathic treatments from their clinic in Surrey. The listing for Crofton Healthcare wasn't really performing as it should which is why they decided to become one of our Google My Business customers back in 2014, making them one of our longest-standing clients. Although many years have passed, we've been able to generate some fantastic results for Crofton; keeping up with Google My Business updates has been the key to ensuring this.

In 2014, there was significantly less that could be done in terms of managing and updating Google My Business listings, so we worked with what we had. Lucky for us, what we had was a great team of local SEO experts who specialised in Google My Business optimisation.

After a few days, the rankings for the listing improved dramatically and they have maintained fantastic positions ever since.

Below, you will find screenshots of the Crofton Healthcare Google My Business Insights, showing how the listing has performed over a 3 month period.

"The sheer amount of calls and interaction we receive from our optimised listing is just phenomenal."



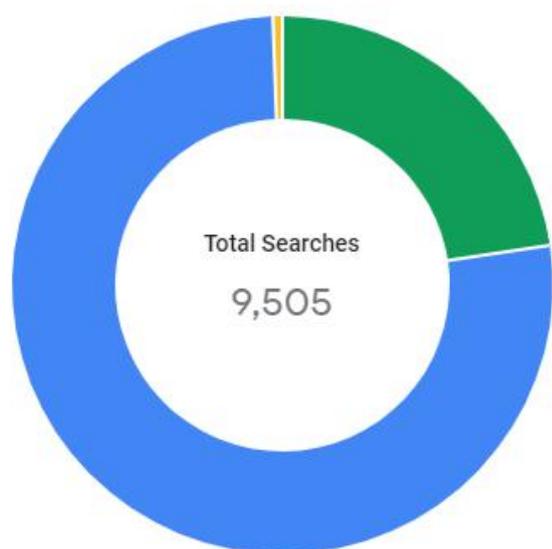
QUERIES USED TO FIND THE BUSINESS

massage woking	219
crofton	196
crofton healthcare	194
crofton house	157
osteopath	156
woking massage	142
osteopath woking	138
massage in woking	130
massage near me	74
chiropractor woking	73

The image above shows the different queries used to find the Google My Business listing, and the numbers signify a *unique* user. This means that for the term 'massage woking', the listing has been found by 219 different people over a 3 month period. This specific section gives us a great insight into whether or not the listing is being found for the targeted keywords and whether there are other keywords that could be targeted through the listing. With this section, we're also able to provide the customer with further proof that their listing is performing well and the optimisation is working. This is only the first page too, showing the first 10 queries; on the listing for Crofton, there are a total of 471 used to find the business over a 3 month period. Below is a screenshot of the second page of queries, which are slightly less important but drive traffic to the business nonetheless.

crofton house woking	70
yoga woking	69
osteopath near me	58
woking gym	54
gyms in woking	53
massage	47
gym near me	42
health	37
chiropractor	36
woking gyms	36

HOW CUSTOMERS SEARCH FOR THE BUSINESS



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product or service



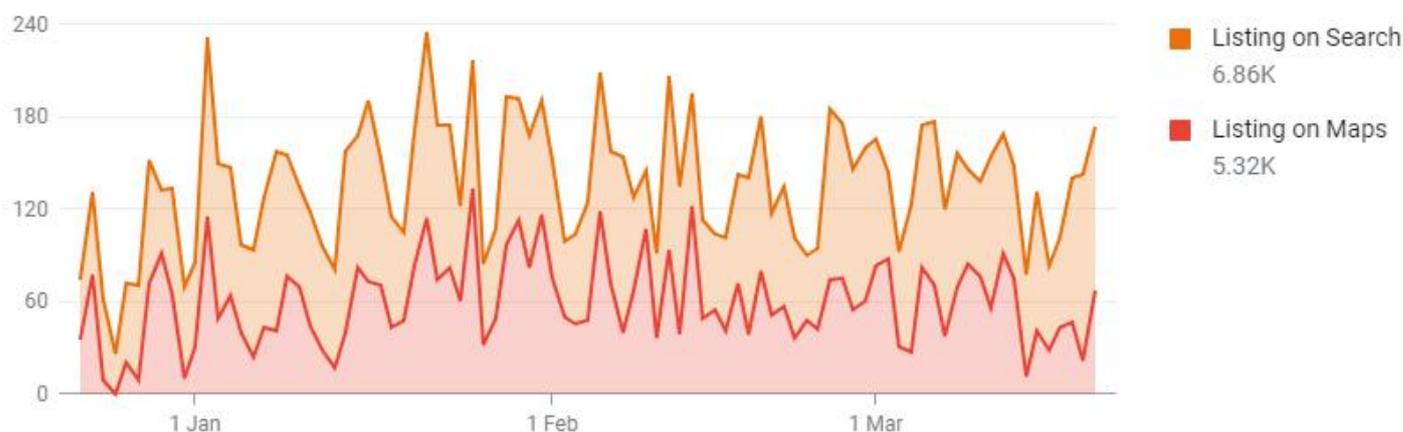
Branded

Customers who find your listing searching for a brand related to your business

As you can see from the image above, the searches for Crofton Healthcare fall into the discovery category for the majority of searches. However, just under a quarter of the searches are *direct* and a very small number of branded searches are also performed. This gives us a great insight into how consumers are actually searching for the business; are they searching for their brand relating to the business, are they performing direct searches for their business name or are they searching for a specific product or service? The image shows us that although their brand is quite well-known due to the number of searches falling into the direct category, more people are finding their listing for a category, product or service search; this means that the optimisation is working as intended, as the listing is being found for searches such as osteopaths within their area.

WHERE CUSTOMERS VIEW THE BUSINESS

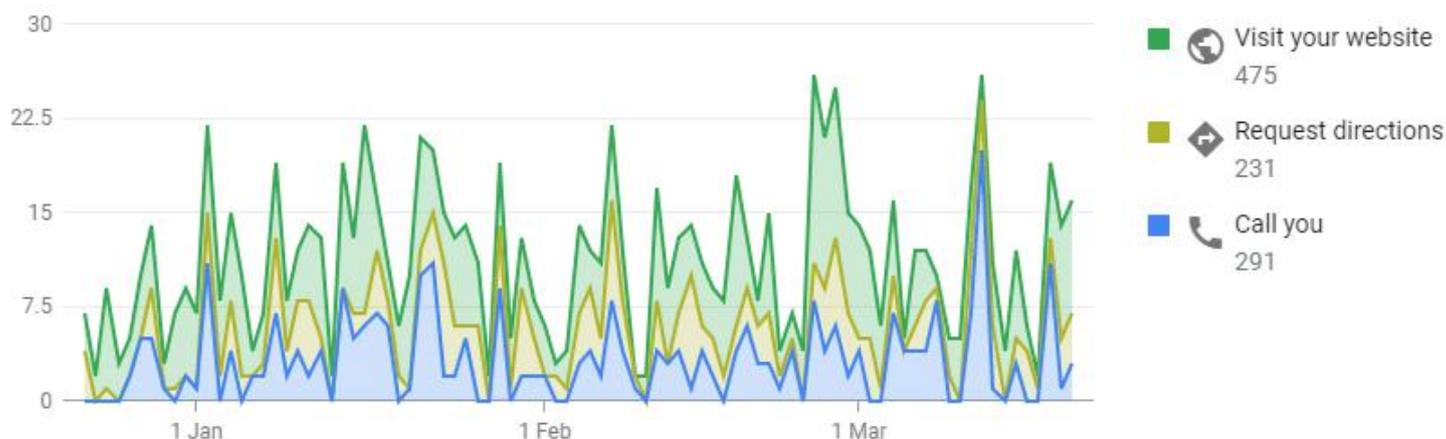
Total views 12.2K



The Google My Business listing for Crofton Healthcare has over 6,800 views on Search and 5,300 views on Maps. This tells us that people are more than willing to delve a little further into the Maps when searching for a business, if it cannot be found within the 3-pack. Ideally, the 'Listing on Search' number will always be higher than the Maps, as this means that the listing is being found within the SERPs (Search Engine Results Pages). However, if the Maps number is huge too, it will still generate business for Crofton Healthcare.

CUSTOMER ACTIONS

Total actions 997



It's important to see how many people have interacted with a Google My Business listing over a given period of time. Crofton Healthcare have received 997 total actions on their listing over a 3 month period; 475 website visits, 231 direction requests and 291 calls. When a consumer clicks through to the website after finding the listing for a specific term, it alerts Google to the fact that they may be relevant for the specific phrase used.

Directions can be used to find the premises of a business, so for an industry that relies heavily on people visiting their premises for their services, a properly-optimised Google My Business listing can be very beneficial.

Calls can also be made to the business directly from the listing; if a Google user is using a mobile device and can see a number or call option when they find a listing, they're much more likely to call.

CONCLUSION

In conclusion, the Google My Business listing for Crofton Healthcare is performing very, very well and has been since they became a customer of ours. The optimisation combined with their already well-known brand has generated amazing results for the business; a constant stream of customers is necessary for any company, especially one that offers a number of different services with different prices. The number of calls directly from the listing alone is fantastic, as this could very well mean they've had 291 appointments made over a 3 month period; that's without considering that even half of the web clicks turned into an appointment, or the direction requests being random walk-ins.

