



BeingOptimizers

Case Study

- **Local SEO Success**



Introduction

A Dental Clinic based in New Jersey, USA, approached us with the goal of enhancing its local online visibility. Our team at Being Optimizers focused on optimizing its Google Business Profile (GBP), previously known as Google My Business (GMB). Over the past five months, our efforts have significantly improved the clinic's digital presence, leading to increased profile interactions, calls, website clicks, and customer engagement. Below is a detailed analysis of our results with a comparison to the previous performance metrics.





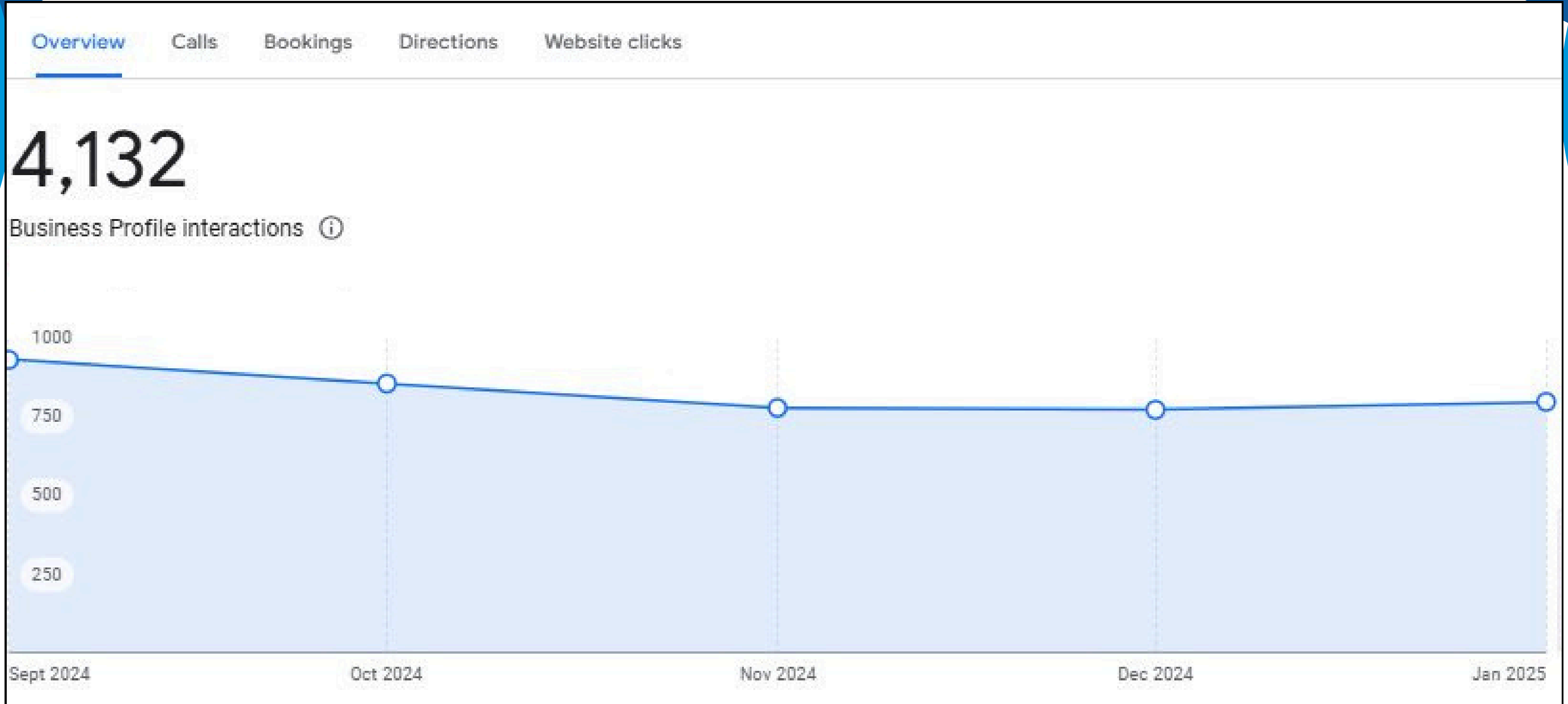
Performance Metrics Comparison (Last 5 Months vs. 1 Year Ago)

1. Business Profile Interactions



- Before Optimization: **300 per month**
- After Optimization: **800 per month**
- **Total in Last 5 Months:** 4,132
- **Growth:** 166% increase in monthly interactions

1. Business Profile Interactions



2. People Viewing the Business Profile



- Before Optimization: **5,000 views in 5 months**
- After Optimization: **4,132 views in 5 months**
- **Change:** Slight decrease, but offset by higher engagement and conversions

2. People Viewing the Business Profile

21,144

👁 People viewed your Business Profile

📈 +66.5% (vs Sept 2023–Jan 2024)

Platform and device breakdown

Platform and devices that people used to find your profile



● 12,980 · 61%

Google Search – mobile

● 4,600 · 22%

Google Search – desktop

● 2,699 · 13%

Google Maps – mobile

● 865 · 4%

Google Maps – desktop

3. Searches Showing Business Profile



- Before Optimization: **2,500 per month**
- After Optimization: **7,357 in last 5 months**
- **Growth:** Nearly **3x increase** in search visibility

3. Searches Showing Business Profile

7,357

🔍 Searches showed your Business Profile in the search results

📈 +80.5% (vs Sept 2023–Jan 2024)

Searches breakdown

Search terms that showed your Business Profile in the search results

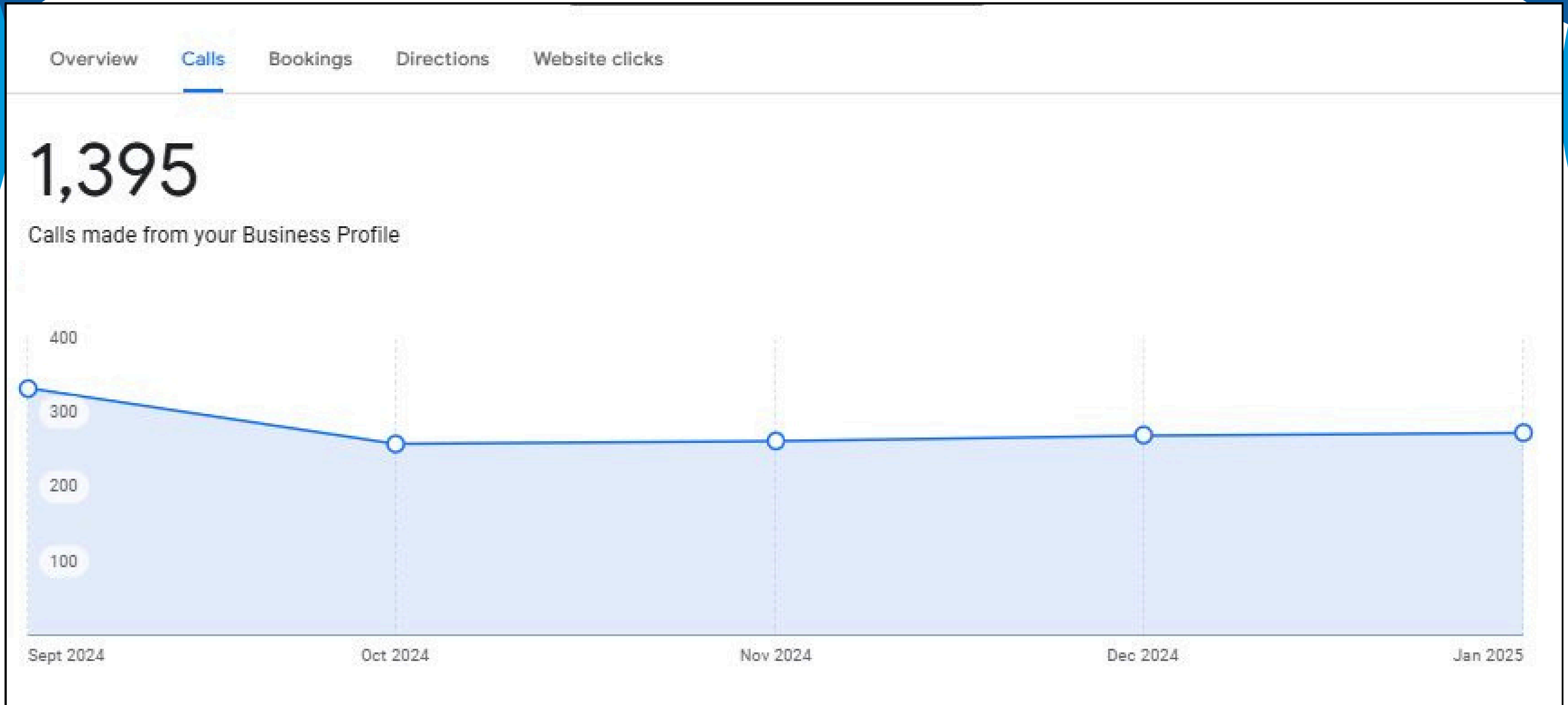
1. dentist near me	1,304
2. emergency dentist near me	844
3. dentist	615
4. teeth whitening	386

4. Calls Made Through Business Profile



- Before Optimization: **400 calls in 5 months**
- After Optimization: **1,395 calls in 5 months**
- **Monthly Average Now: 270 calls per month**
- **Growth: 248% increase** in customer calls

4. Calls Made Through Business Profile



5. Directions Requested from Google Maps



- Before Optimization: **250 requests per month**
- After Optimization: **926 in last 5 months**
- **Growth: 270% increase** in navigation requests

5. Directions Requested from Google Maps

Overview

Calls

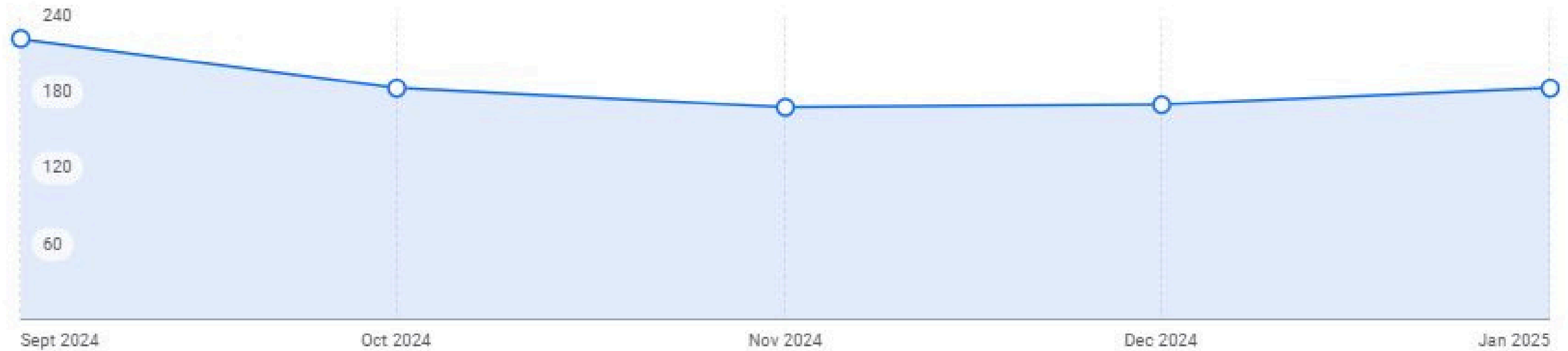
Bookings

Directions

Website clicks

926

Direction requests made from your Business Profile



6. Website Clicks from Business Profile



- Before Optimization: **400 clicks in 5 months**
- After Optimization: **1,811 clicks in 5 months**
- **Monthly Average Now: 362 website clicks per month**
- **Growth: 352%** increase in website visits

6. Website Clicks from Business Profile

Overview

Calls

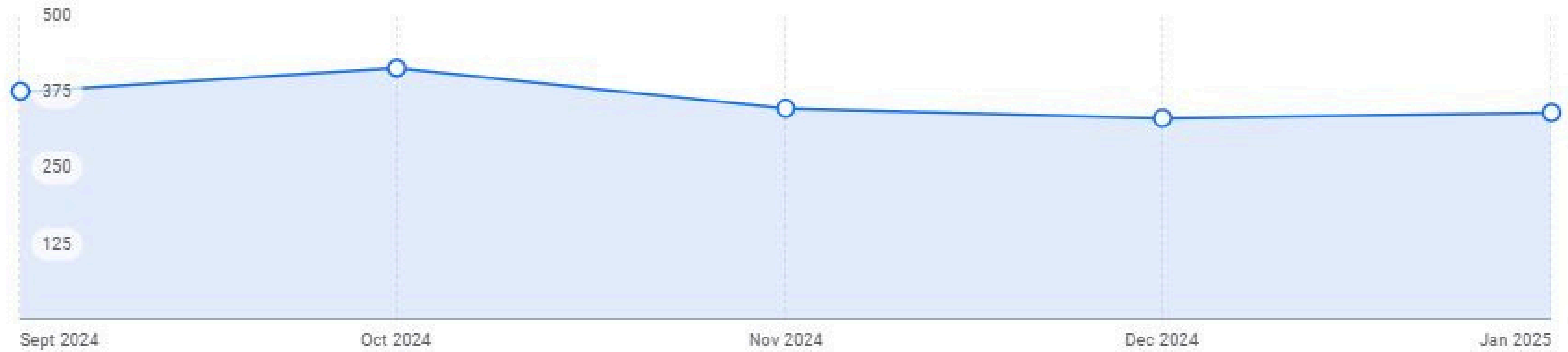
Bookings

Directions

Website clicks

1,811

Website clicks made from your Business Profile





Strategies Implemented for Growth

1. Profile Optimization:

Ensured accurate and complete business information, including updated contact details, services, and business hours.

2. Keyword Optimization:

Integrated high-performing local keywords to enhance search rankings.

3. High-Quality Visuals:

Added high-resolution images and videos to attract more engagement.

4. Consistent Updates:

Regular posting of promotions, dental care tips, and client testimonials.

5. Customer Engagement:

Responded to reviews and messages promptly to build trust.

6. Local Citations & Backlinks:

Strengthened the online presence by listing the business on reputable local directories.

7. Posting Content on a Regular Basis:

Shared engaging content such as special offers, patient success stories, and educational posts about dental care.

8. Adding Images with Geo-Tags:

Uploaded images with geo-tags to enhance local search rankings and improve visibility in location-based searches.

9. Encouraging & Managing Reviews:

Requested satisfied patients to leave positive reviews and responded to all feedback, improving trust and credibility.

10. Optimizing Q&A Section:

Regularly updated and answered commonly asked questions to provide valuable information to potential patients.

11. Utilizing Google Posts:

Leveraged Google Posts to promote offers, news, and services, keeping the profile active and relevant.

12. Monitoring and Adjusting Strategies:

Regular analysis of GBP insights and adjusting strategies based on performance trends and competition analysis.

Conclusion

The Local SEO strategy executed for the Dental Clinic has resulted in a significant boost in visibility, interactions, and conversions. With a 166% increase in profile interactions, a 248% rise in calls, and a 352% surge in website clicks, it is evident that our GBP optimization has successfully driven more potential patients to the clinic. Moving forward, we aim to further refine these strategies to maintain growth and sustain high engagement levels.



If you're looking for similar results for your business, reach out to Being Optimizers today!

Our Contact



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