

Successful SEO Case Study: Boosting Organic Visibility for GPS Medical Centre

GPS Medical Centre reached out for assistance in enhancing their search engine optimization (SEO). They were facing challenges in achieving top rankings on Google Maps and Google Search Engine Results Pages (SERP) for key search terms including "doctors in Kingston", "private doctors near me", "medical centre", among others.

Here is the Google search result position report:

KEYWORDS	DEC-25	JAN-01
> doctors in kingston 10	4	4
> private doctors near me	5	4 ▲1
> Kingston Private Doctors Services	4	4
> medical centre	4	4
> dermatologist kingston	5	5
> doctors near me	42	5 ▲37
> doctors in kingston	5	6 ▼1
> Kingston General Practitioner	6	6
> doctors offices open near me	8	7 ▲1
> medical doctors in kingston ja-maica	7	7

I initiated the project by thoroughly analyzing GPS Medical Centre's website and its local competitors. This detailed review revealed multiple opportunities to enhance their SEO approach, such as refining their Google My Business profile, strengthening local citations, and optimizing their website for pertinent keywords, content development, and the creation of quality backlinks.

To tackle these areas, I devised a holistic SEO strategy centered on fine-tuning their website and Google My Business listing for optimal keywords, while simultaneously initiating a robust high-quality link-building campaign.

In parallel, I launched a Google Ads campaign to elevate the website's visibility to Google and local audiences. This approach was particularly crucial to quickly attract new patients, considering that SEO results typically manifest over a period of 3 to 6 months.

Thanks to these concerted SEO efforts, GPS Medical Centre experienced a marked improvement in search rankings. The targeted keywords, along with a range of related ones, now consistently rank in the top 3, top 5, and top 10 search results, significantly enhancing their online presence and reach.

1 Oct - 1 Nov 2023



Impressions

26.8K

How often your ads were shown



Clicks

329

Actions on your ads



Call clicks

109

Calls to your business

Impression details

Insights on how your ads are reaching people.

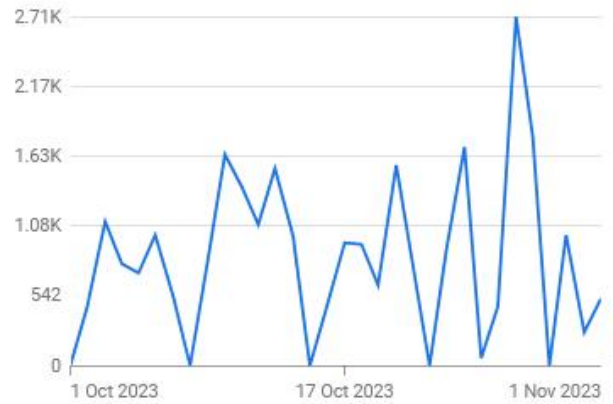


19.1K times on mobile devices

7.72K times to people ages 25-34

26,760

Impressions



Performance

5,468

👁 People viewed your Business Profile

📈 +3,060.7% (vs Sept 2022–Oct 2022)

Platform and device breakdown

Platform and devices that people used to find your profile



827

🔍 Searches showed your Business Profile in the search results

📈 +2,076.3% (vs Sept 2022–Oct 2022)

Searches breakdown

Search terms that showed your Business Profile in the search results

1. dermatologist kingston	240
2. doctor office near me	74
3. dermatologist in kingston	55
4. dermatologist near me	55
5. private doctors near me	54