

# SEO Case Study: The BrainWave Clinic

**Client:** The BrainWave Clinic

**Location:** London, United Kingdom

**Industry:** Fibromyalgia and Chronic Pain Treatment

**Goal:** Achieve top rankings on Google.co.uk for fibromyalgia-related keywords and increase local patient leads.

We launched the SEO campaign shortly after the website went live in November. In just a few months, The BrainWave Clinic became one of the top-ranking fibromyalgia clinics in London and the UK. By April 13, next year, we had secured first-page positions on Google.co.uk for highly competitive keywords, including:

- fibromyalgia clinic london
- fibromyalgia specialist london
- fibromyalgia clinic
- fibromyalgia clinics
- fibromyalgia specialist uk
- pain clinic fibromyalgia
- fibromyalgia pain clinic
- fibromyalgia pain specialist

**Website Performance:**

3,060 users were from the UK. A total of 9,087 users visited the website.

Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total	9,087 100% of total	8,976 100% of total	6,415 100% of total	55.01% Avg 0%	0.71 Avg 0%	1m 20s Avg 0%
United Kingdom	3,060 (33.67%)	3,032 (33.78%)	2,785 (43.41%)	58.59%	0.91	1m 57s
United States	2,528 (27.82%)	2,523 (28.11%)	1,390 (21.67%)	48.45%	0.55	47s
Canada	464 (5.11%)	463 (5.16%)	317 (4.94%)	58.27%	0.68	1m 09s
Australia	275 (3.03%)	274 (3.05%)	172 (2.68%)	55.13%	0.63	58s
France	234 (2.58%)	232 (2.58%)	162 (2.53%)	62.31%	0.69	1m 35s
Germany	221 (2.43%)	221 (2.46%)	135 (2.1%)	56.72%	0.61	1m 24s
Netherlands	188 (2.07%)	189 (2.11%)	131 (2.04%)	60.93%	0.70	1m 16s

- A total of **9,087 users** visited the website.
- **3,060 users** were from the UK.
- **1,400 users** were from London.
- **73 forms** were submitted from users in the UK.

### Google Maps Performance:

- **2,406 views** of the Business Profile.
- **227 people** requested directions to the clinic.
- **132 clicks** were made to the website from the Business Profile.

### Outcome:

The BrainWave Clinic achieved measurable success in both organic search and Google Maps visibility. The clinic now ranks at the top of Google for fibromyalgia-related searches across the UK.

### Want Similar Results for Your Business?

**Partner with us — work with a Top-Rated SEO Expert and take your rankings to the next level.**