



Digital UK

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Briercliffe Road Pharmacy

**Briercliffe Road Pharmacy, Burnley, UK, GMB
Case Study**

Briercliffe Road Pharmacy

Case Study: Briercliffe Road Pharmacy, Burnley, UK

Client: Briercliffe Road Pharmacy

Industry: Community/NHS Pharmacy

Location: Briercliffe Road, Burnley, UK

Agency: Digital UK

Campaign Duration: June 2025

Objective: Increase GMB visibility, drive walk-in footfall, and rank for "Burnley pharmacy" & "chemist" related queries

Key Challenges Before Optimization:

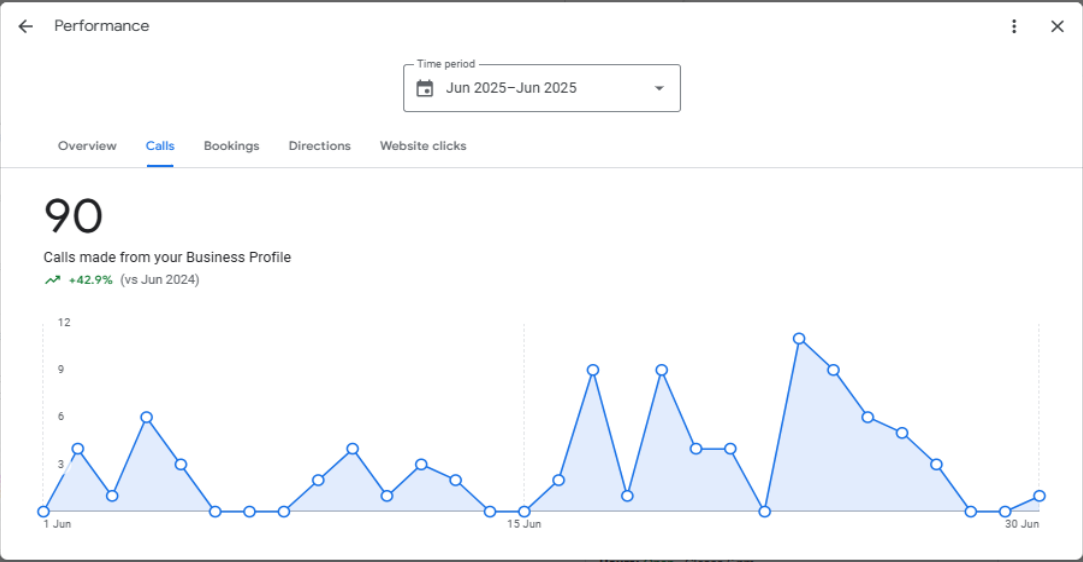
- Low website clicks and direction requests
- Moderate call volume, but not proportional to search appearances
- Competitor pharmacies like Rowlands and Lloyds showing up more frequently in maps
- Search exposure lacked depth across long-tail keywords (e.g., “late night pharmacy Burnley,” “chemist briercliffe”)

Strategy & Optimization Implemented

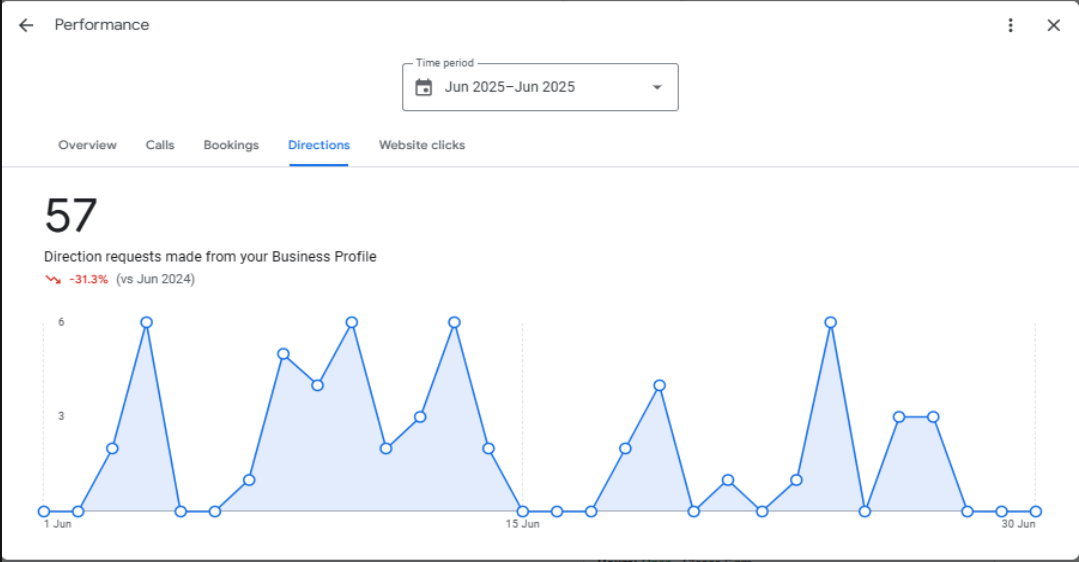
Area	Action Taken
Profile Cleanup	Verified opening hours, holiday updates, and service list accuracy
Keyword-Rich Posts	Created weekly posts with keywords like "pharmacy open today in Burnley" or "NHS pharmacy near Briercliffe"
Photo Optimization	Uploaded 10+ new geo-tagged images of the storefront, staff, and services
Review Generation	Added QR code review prompts in-store and requested keyword-based feedback
Local Search Boost	Targeted both Burnley-wide and Briercliffe-specific search terms in description and posts

Key Performance Insights June 2025:

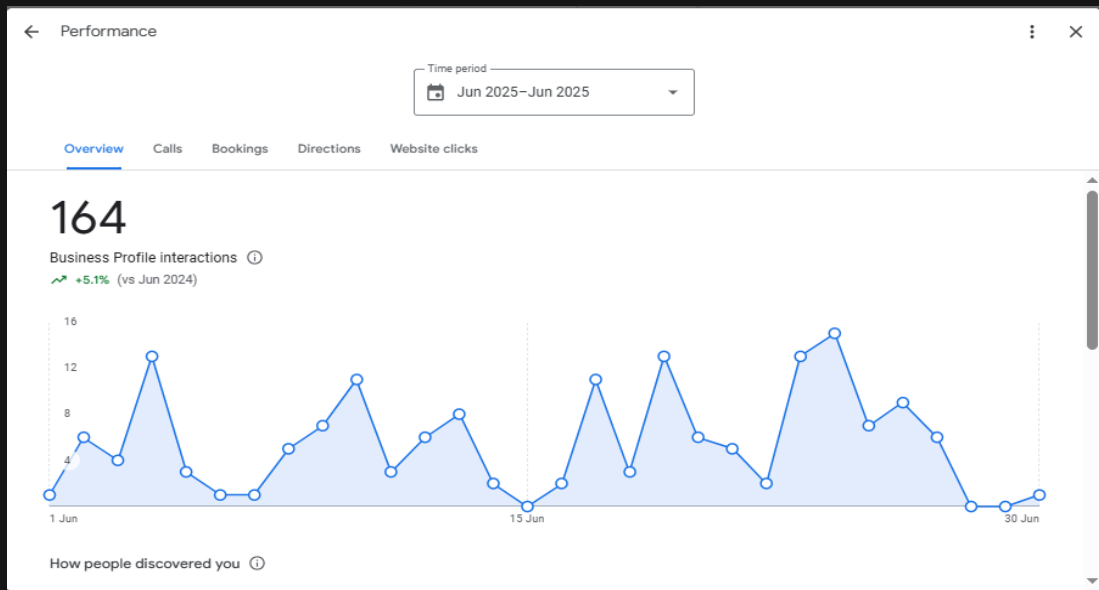
Metric	Result	Change vs. June 2024
Profile Views	1,827	+17.0%
Search Impressions	884	+10.9%
Calls	264	+26.9%
Directions	79	+102.6%
Website Clicks	33	+57.1%
Interactions	376	+40.3%



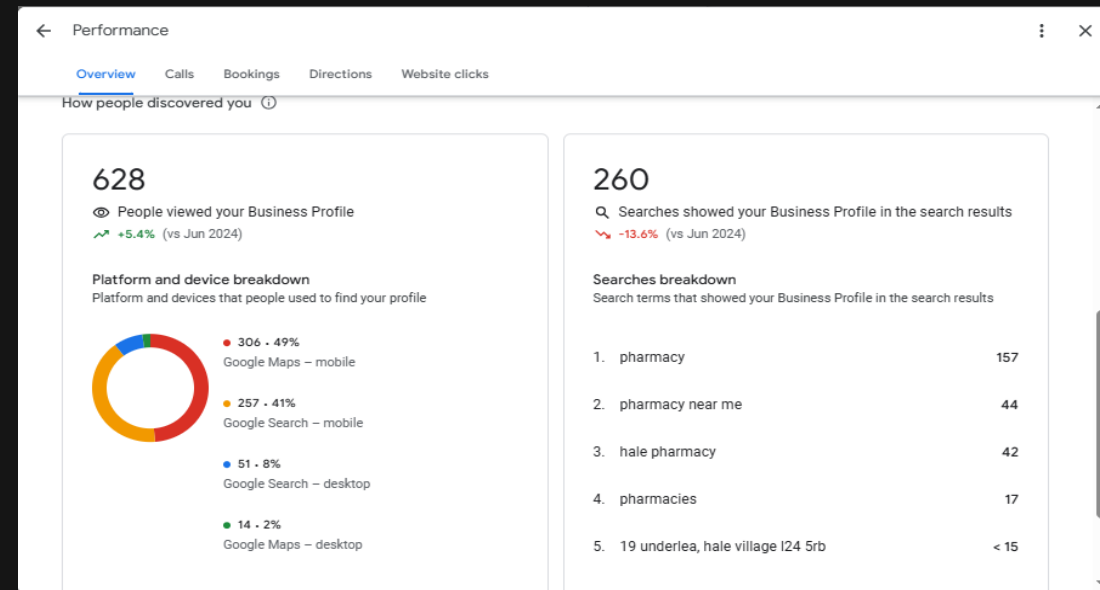
Calls



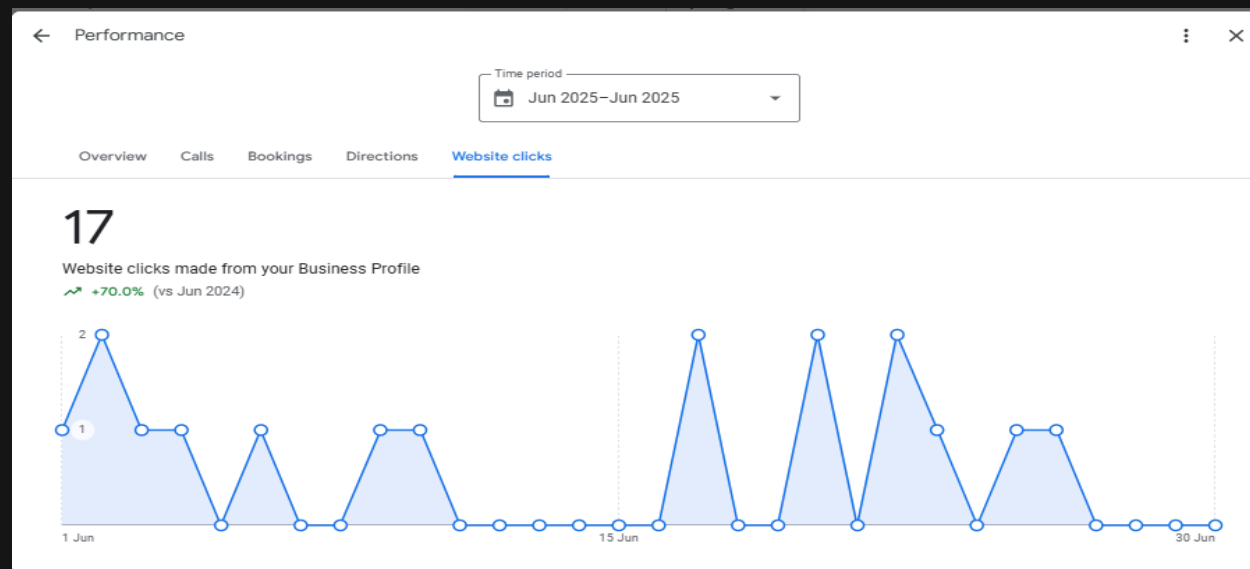
Directions



Overview



Profile Views



Website Clicks

Top Search Term that Triggered the Listing:

Keyword	Volume
pharmacy	278
pharmacy near me	199
briercliffe pharmacy	118
pharmacy burnley	63
chemist burnley	39
rowlands pharmacy	38
chemist near me	33
burnley pharmacy	32
pharmacies	32
burnley pharmacy open today	18

✓ Also appeared in long-tail phrases like:
“late night pharmacy burnley,” “burnley general teaching hospital,”
“chemist briercliffe road,” “briercliffe pharmacy opening times”

← Searches breakdown		⋮	×
3.	hale pharmacy	42	▲
4.	pharmacies	17	
5.	19 underlea, hale village l24 5rb	< 15	
6.	chemist	< 15	
7.	chemist near me	< 15	
8.	hale village pharmacy, ivy farm court, hale, liverpool	< 15	
9.	hale village pharmacy, ivy farm court, hale, liverpool, uk	< 15	
10.	hale village shops	< 15	
11.	lloyds pharmacy	< 15	
12.	pharmacies near me	< 15	
13.	village pharmacy	< 15	

Strategic Highlights:

- **Direction requests more than doubled**, likely a result of updated business hours, map accuracy, and proximity keywords
- **Strong local intent** seen in high-volume terms like “*pharmacy near me*,” “*burnley pharmacy open today*”
- **Website click throughs** rose by over 57%, indicating better GMB-to-website transition and possibly stronger CTAs
- **Calls were steady and increasing**, thanks to higher trust and keyword-rich listings

Visibility Shift:

Keyword	Old Status	June 2025 Ranking/Trigger
“briercliffe pharmacy”	Rarely shown	Now appears in Top 5
“chemist burnley”	Mid-level	Now ranks in Top 3 on Maps
“pharmacy burnley”	Below Rowlands & Lloyds	Now appears alongside competitors

Strategic Focus Moving Forward:

- ❑ Now, we're focused on targeting a **combination of micro-locations** (like *Briercliffe Road, Harle Syke*) and **high-intent broad terms** (such as "*pharmacy near me*", "*chemist Burnley*") to expand both map pack reach and local relevance.
- ❑ We're also doubling down on **visual optimization**, adding updated storefront photos, service images, and a refreshed logo to build stronger trust signals and improve interaction rates (**calls, directions**).
- ❑ Lastly, our content plan includes **consistent Google Posts** with action-driven CTAs ("**Call Now**," "**Get Directions**," "**Book Today**"), designed to lift website visits and increase conversions for NHS and private services.