



Digital UK

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Deen House GMB Case Study



Case Study: Boosting Deen House Bookings with GMB

Client: Deen House

Industry: Student Accommodation

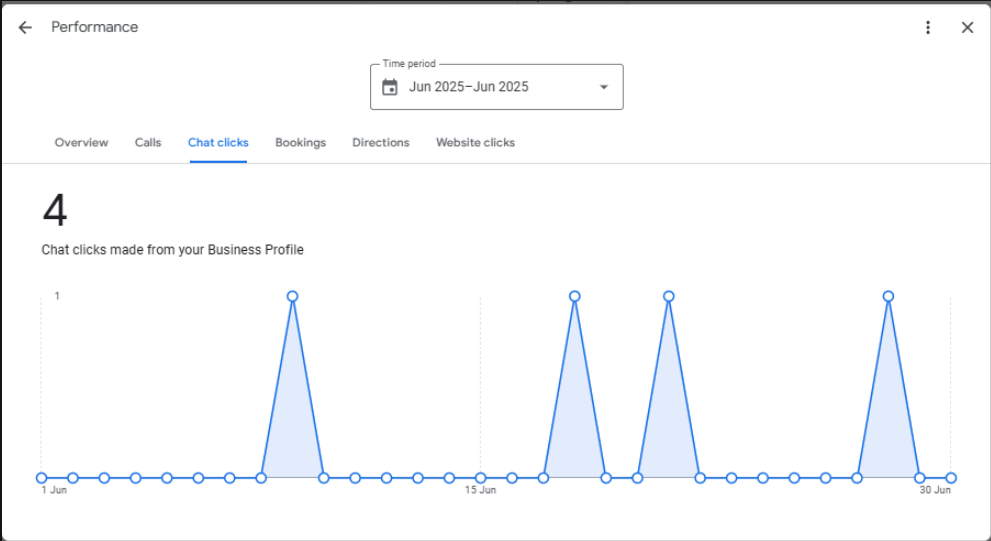
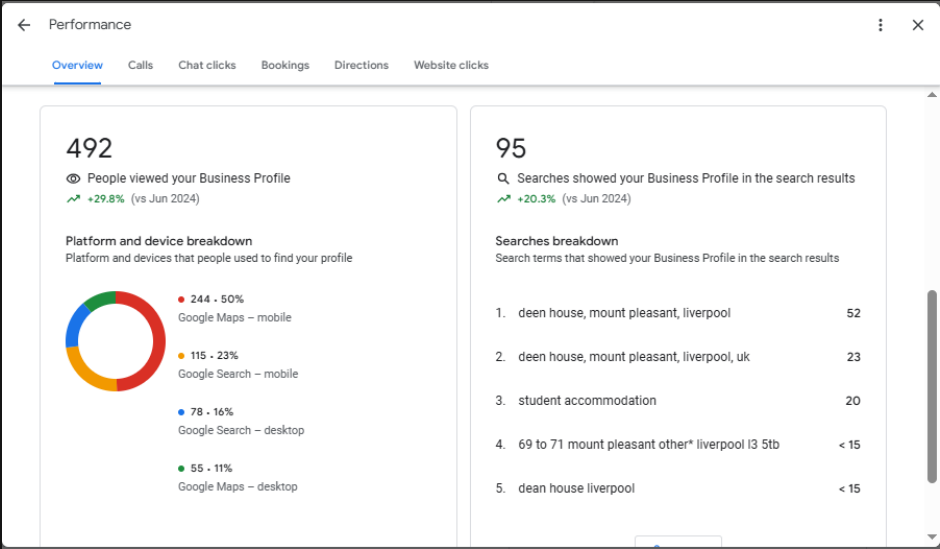
Location: Mount Pleasant, Liverpool, UK)

Agency: Digital UK

Campaign Duration: June 2025

Snapshot of 2025 Performance:

Metric	Value	% Change vs. Jun 2024
Total Views	492	▲ +29.8%
Profile Interactions	191	▲ +3.8%
Website Clicks	29	▲ +26.1%
Direction Requests	143	▼ -4.0%
Calls from GMB	15	▲ +25.0%
Chat Clicks	4	□ Steady



Strategic Focus June 2025:

To improve local discovery and booking intent, we focused on the following:

1. Local Keyword Optimisation:

We optimised the GMB listing with relevant student housing search terms like:

- “Deen House, Mount Pleasant, Liverpool”
- “Student accommodation Liverpool”
- “Phoenix Place by Propeller”
- “Student housing near university”

This helped us rank better for both branded and broad student housing queries.

2. Photo + Visual Enhancements:

- Uploaded fresh exterior/interior shots of Deen House and nearby landmarks.
- Added geotagged media highlighting proximity to universities.
- Optimised the cover photo and logo for better first impressions.

Visual consistency helped drive direction requests and trust with new visitors.

3. Consistent Posting & CTA Design:

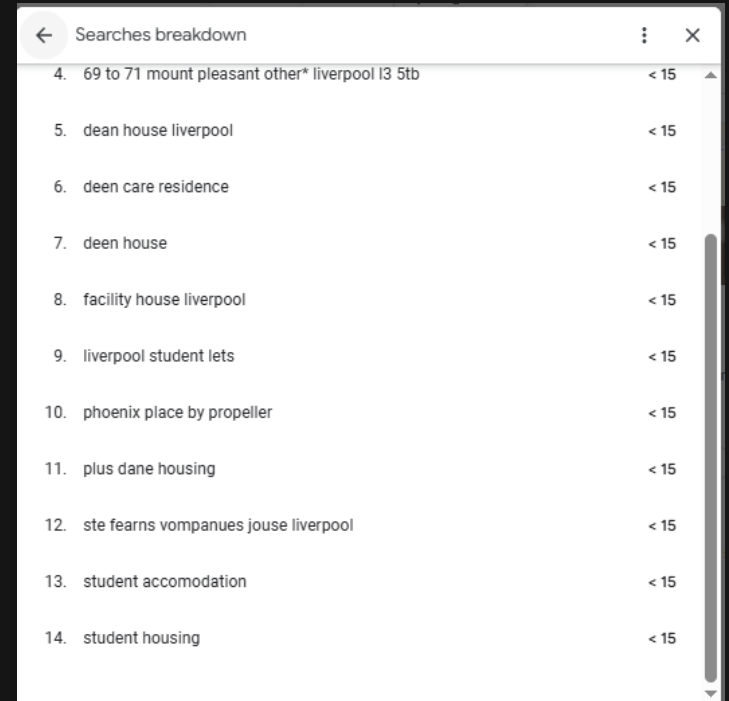
- Posted every week with seasonal CTAs like **“Now Accepting 2025 Intake”** and **“Book a Room Tour”**.
- Included links to the website’s booking/contact page.

These small updates improved click-throughs and generated higher interest, especially mid-month when traffic peaked.

Search Visibility:

Top Queries That Triggered the GMB Profile:

Search Term	Search Volume
deen house, mount pleasant, liverpool	52
deen house, mount pleasant, liverpool, uk	23
student accommodation	20
69 to 71 mount pleasant other* liverpool l3 5tb	<15
phoenix place by propeller / plus dane housing	<15



Searches breakdown	
4. 69 to 71 mount pleasant other* liverpool l3 5tb	< 15
5. deen house liverpool	< 15
6. deen care residence	< 15
7. deen house	< 15
8. facility house liverpool	< 15
9. liverpool student lets	< 15
10. phoenix place by propeller	< 15
11. plus dane housing	< 15
12. ste fearns vompanues jouse liverpool	< 15
13. student accomodation	< 15
14. student housing	< 15

These keywords show a strong blend of direct (branded) and generic searches—signaling Deen House is gaining traction as a known brand.

Interaction Pattern:

Peak Website Activity:

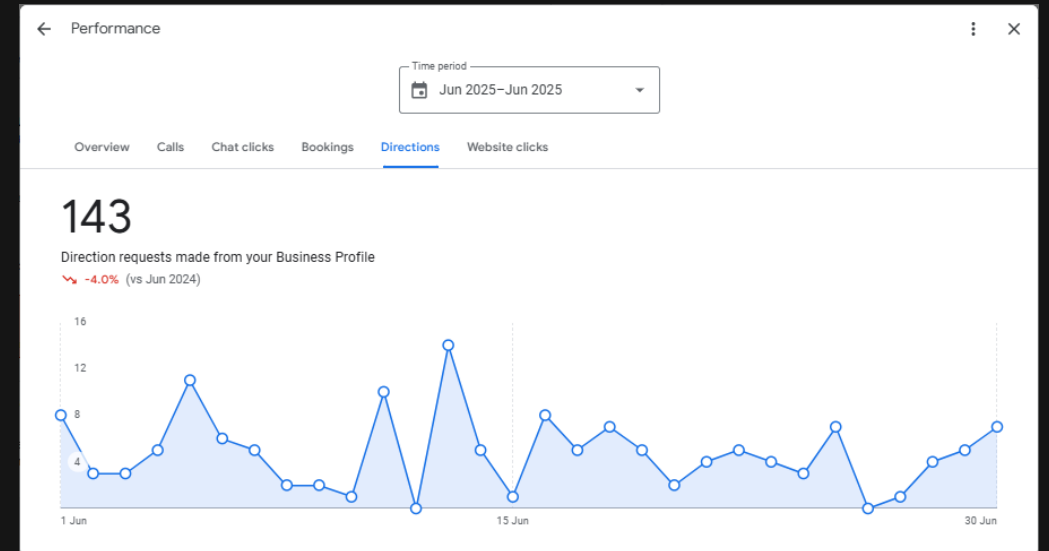
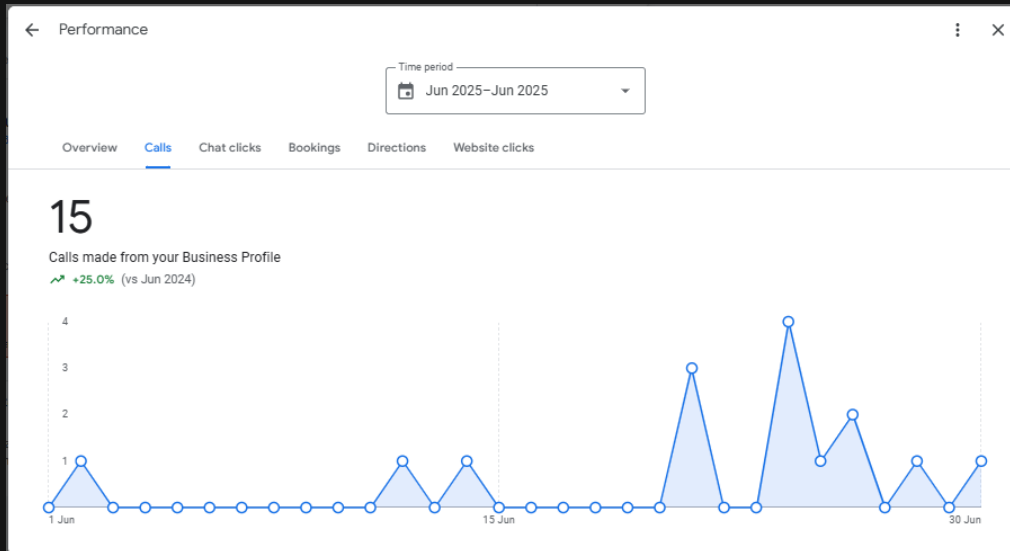
Traffic spiked mid-month (June 13–17), correlating with post updates promoting summer availability.

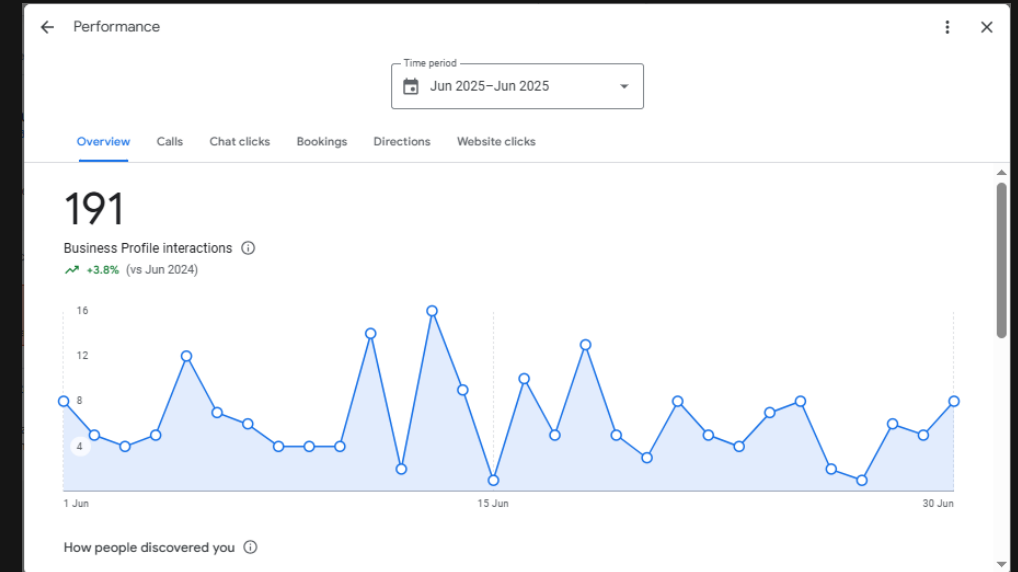
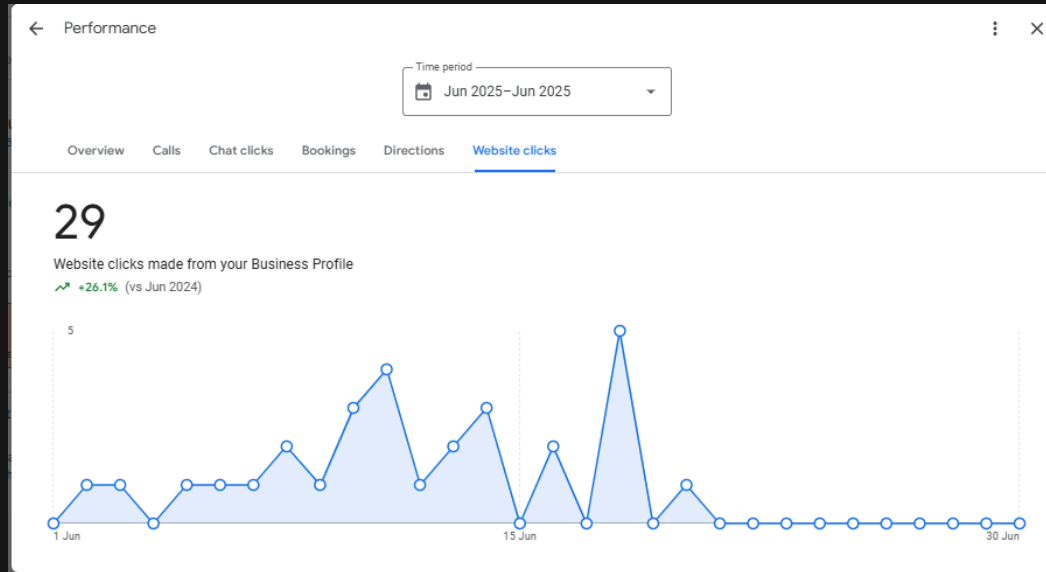
Direction Requests:

Demand remained consistent throughout June with occasional spikes after high-engagement posts.

Calls:

Gradual increase, especially after contact details were featured in updates and Q&A sections





Ongoing Action Plan:

Next Focus: Targeting micro-locations like "Mount Pleasant" and "Liverpool University Campus" to rank for both general and hyperlocal queries.

Visual Cadence: Adding tenant testimonials, video walk-throughs, and real-life move-in stories.

Lead Capture: Planning to integrate direct booking links inside GMB posts and Google Messaging auto-responses.

Results in a Nutshell:

- ❑ Boosted visibility by +29.8% YoY
- ❑ Increased phone calls and website traffic significantly
- ❑ Solidified Deen House as a trusted listing in Liverpool's student accommodation space

☞ **GMB is no longer just a discovery platform, it's now part of our conversion funnel.**