



Digital UK

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**Abrar Rehman Pharmacy**

**Abrar Rehman Pharmacy, GMB Case Study**

# Abrar Rehman Pharmacy

## Case Study: Abrar Rehman Pharmacy

**Client:** Abrar Rehman Pharmacy

**Industry:** Community Pharmacy

**Location:** Ashwell Medical Centre, Manningham, Bradford

**Agency:** Digital UK

**Campaign Duration:** June 2025

**Objective:** Increase calls and website visits, improve search visibility for local Bradford and Manningham-related keywords, and outrank competitor pharmacies.

**Initial Challenge:**

- Organic impressions and direction requests were declining
- Majority of searches were branded or direct , low long-tail keyword exposure
- Image quality and content freshness on GMB were outdated
- Competitors like Rehman Pharmacy and Ashwell Pharmacy appearing more frequently on “near me” queries

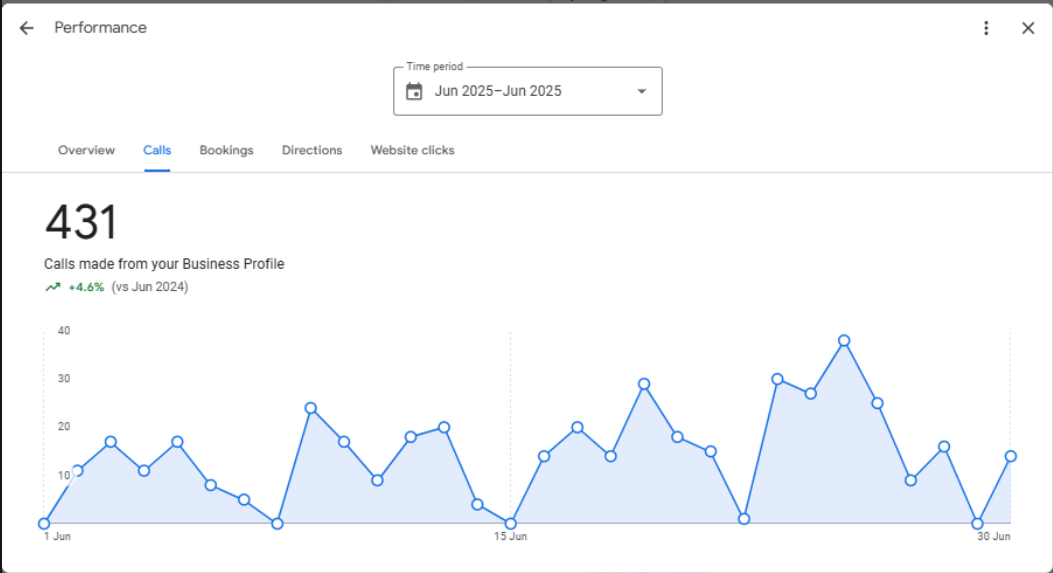
**Optimization Plan & Execution:**

Area	Actions Implemented
Profile Optimization	Updated pharmacy hours, categories, attributes, and added full service list (NHS + private)
Geo-Located Imagery	Uploaded new internal and external photos tagged with GPS data
Keyword-Rich Content	Posted with phrases like “chemist Bradford,” “pharmacy open now in BD8,” and “NHS flu jab Manningham”
Review Campaign	Encouraged reviews mentioning location and key services
Targeted Description	Focused on long-tail and hyperlocal variations (e.g., “Ashwell Medical Centre Pharmacy Bradford”)

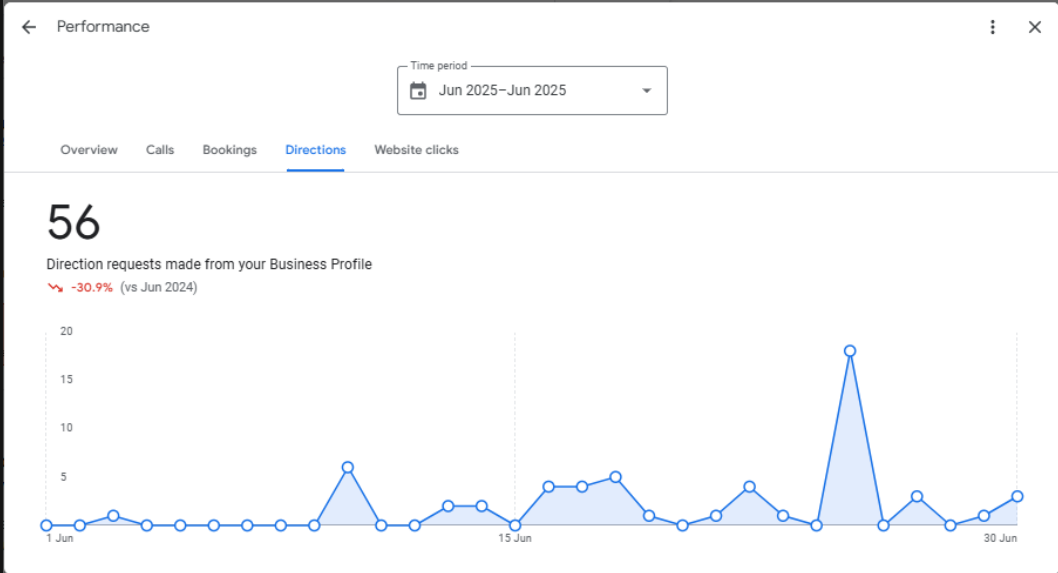
# Key Performance Insights June 2025:

Despite overall drop in impressions and direction requests, **calls increased**, reflecting stronger user trust and service interest.

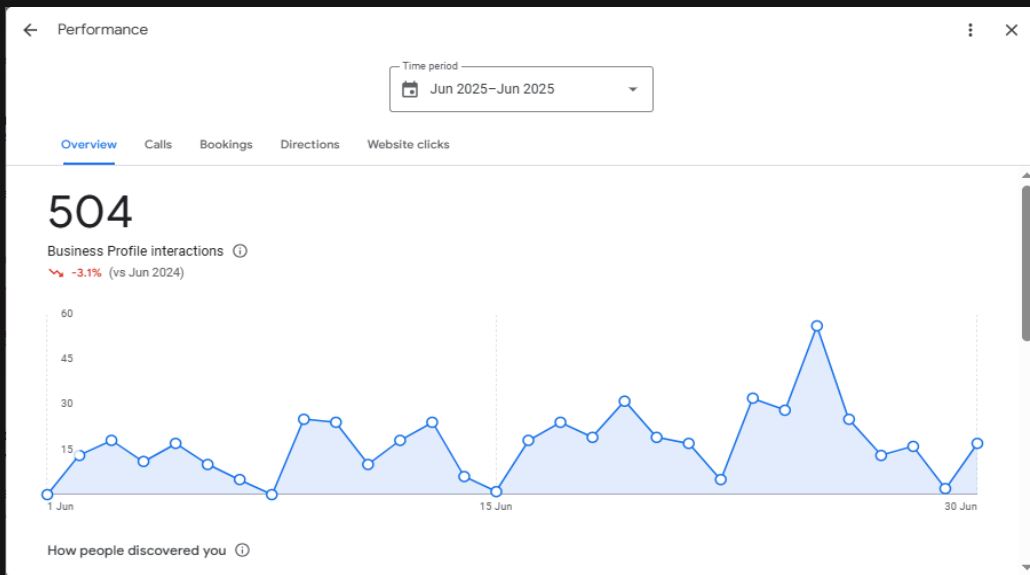
Metric	Value	Trend (vs June 2024)
Profile Views	1,821	▼ -5.0%
Search Appearances	662	▼ -26.4%
Calls Made	431	+4.6%
Direction Requests	56	▼ -30.9%
Website Clicks	17	▼ -3.7%
Interactions	504	▼ -3.1%



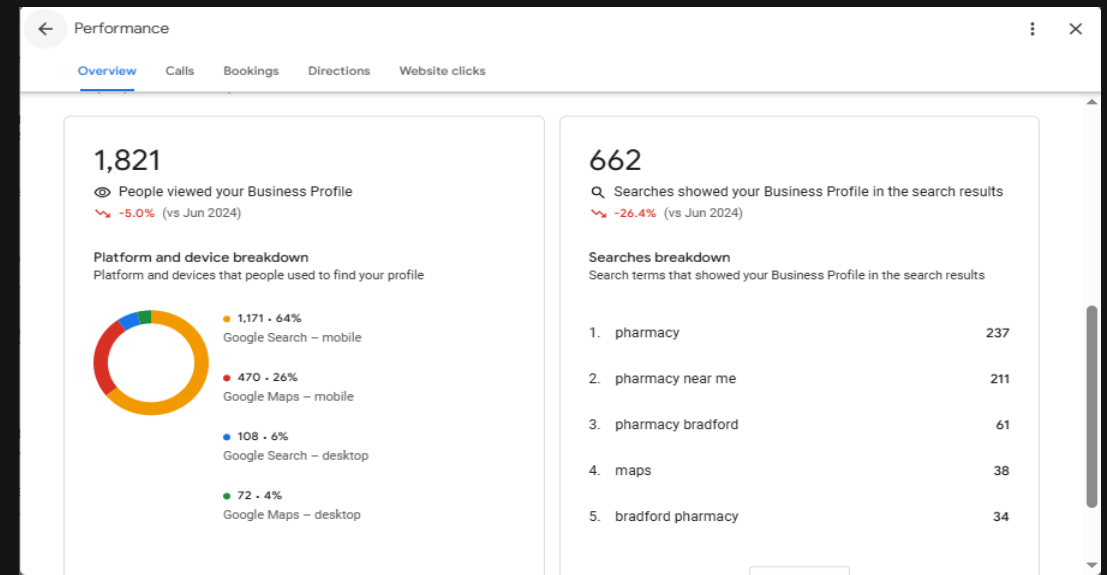
Calls



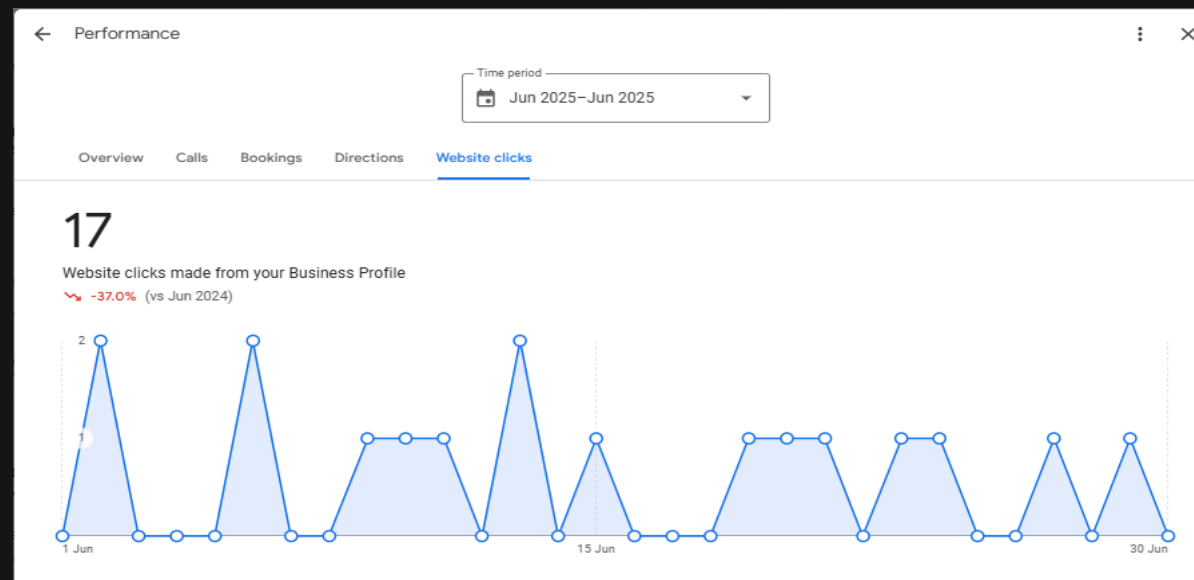
Directions



## Overview



## Profile Views



## Website Clicks

Top Search Term that Triggered the Listing:

Keyword	Volume
pharmacy	237
pharmacy near me	211
pharmacy bradford	61
maps	38
bradford pharmacy	34
chemist bradford	21
abrar pharmacy	17
pharmacies	16

Also appeared in long-tail searches like:

*“ashwell pharmacy bradford,” “chemist near me,” “community pharmacy near me,” “pharmacy bd8,” “chemist that so manjaro in bradford”*

## Top Search June 2025:

← Searches breakdown			⋮	×
7.	chemist bradford	21		
8.	abrar pharmacy	17		
9.	pharmacies	16		
10.	abdur rehamb pharmacy	< 15		
11.	abrar	< 15		
12.	abrar rehman pharmacy	< 15		
13.	abrar rehman pharmacy, ashwell medical centre, ashwell road, manningham, bradford	< 15		
14.	aisha matloob saddiq pharmacist	< 15		
15.	ashwell medical centre pharmacy	< 15		
16.	ashwell pharmacy	< 15		
17.	ashwell pharmacy bradford	< 15		

← Searches breakdown			⋮	×
18.	bd8 9tp	< 15		
19.	bd9 chemist	< 15		
20.	bradford family drug muling t&a	< 15		
21.	car wash near me	< 15		
22.	chemist	< 15		
23.	chemist near me	< 15		
24.	chemist that so manjaro in bradford	< 15		
25.	community pharmacy near me	< 15		
26.	habibur masum t and a	< 15		
27.	marwa fathy ismail menna university pharmacy bradford	< 15		
28.	nabeel hijazi company house bradford pharmacist	< 15		

← Searches breakdown			⋮	×
29.	pharmacies in bradford	< 15		
30.	pharmacies near me	< 15		
31.	pharmacy bd8	< 15		
32.	pharmacy bradford open now	< 15		
33.	pharmacy in bradford	< 15		
34.	pharmacy next to chicken cottage in bradford	< 15		
35.	pharmacy whetley lane	< 15		
36.	pharmacy's near me	< 15		
37.	pharmacy	< 15		
38.	raff bradford drugs	< 15		
39.	rehman pharmacy	< 15		

## Strategic Focus Moving Forward:

Now, we're focused on **expanding keyword targeting** from core phrases like "**pharmacy near me**" to **ultra-local terms** such as "**Ashwell Road pharmacy**," "**chemist near BD8 9TP**," and "Bradford late-night pharmacy."

We're enhancing the **visual profile** with updated storefront, seasonal content, and keyword-tagged media to increase map pack CTR and direction requests.

Additionally, we're maintaining a consistent **content calendar** on GMB posts featuring promotions, NHS updates, and CTAs ("**Call now for prescriptions**," "**Walk-in welcome today**") to drive conversions directly from Maps.

## Keywords Observations:

📞 **Calls Increased** despite drops in direction and search visibility → strong profile trust

🔍 Most discovery came from **mobile devices** and **non-branded keywords**

📈 Website visits and direction requests need revitalization through CTAs and UTM-linked buttons

🏪 Appearing alongside competitors like Rehman Pharmacy, Ashwell Pharmacy, and Lloyds—ranking needs to push further with local keyword density