



Digital UK

x

**Hale Village Pharmacy**

Hale Village Pharmacy, GMB Case Study

# Hale Village Pharmacy

## Case Study: Hale Village Pharmacy

**Client:** Hale Village Pharmacy

**Industry:** Community Pharmacy

**Location:** Ivy Farm Court, Hale Village, Liverpool

**Agency:** Digital UK

**Campaign Duration:** June 2025

**Objective:** : Improve visibility for walk-in and local searches, increase foot traffic and calls, and gain ranking for high-intent terms like “pharmacy near me,” “chemist,” and “Hale pharmacy.”

**Baseline Challenges:**

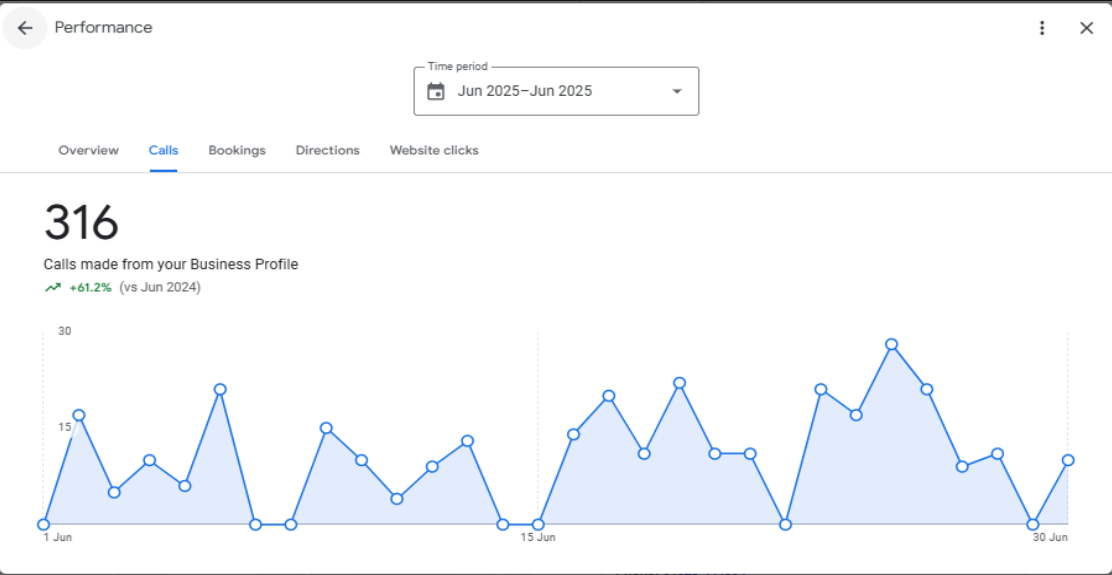
- Limited visibility in Google Maps and local searches
- Very low website traffic and direction requests
- Most users discovering via branded or direct terms (e.g., “Hale Pharmacy”)
- Needed ranking improvements for nearby communities like Hale Village and wider Liverpool area

**Optimization Action Taken:**

Task	Description
Listing Accuracy	Ensured correct business hours, categories, and services
GMB Posts	Started 2x/week content push focusing on common search queries
Keyword Review Strategy	Encouraged reviews mentioning services and location: "Hale Village" / "chemist"
Geo-Photos	Uploaded geo-tagged images of interior, signage, streetview
Local SEO Boost	Expanded description and services with Hale/Liverpool-targeted keywords
Call-to-Actions	Updated business description with “Call Now” and “Get Directions” push lines

# Key Performance Insights June 2025:

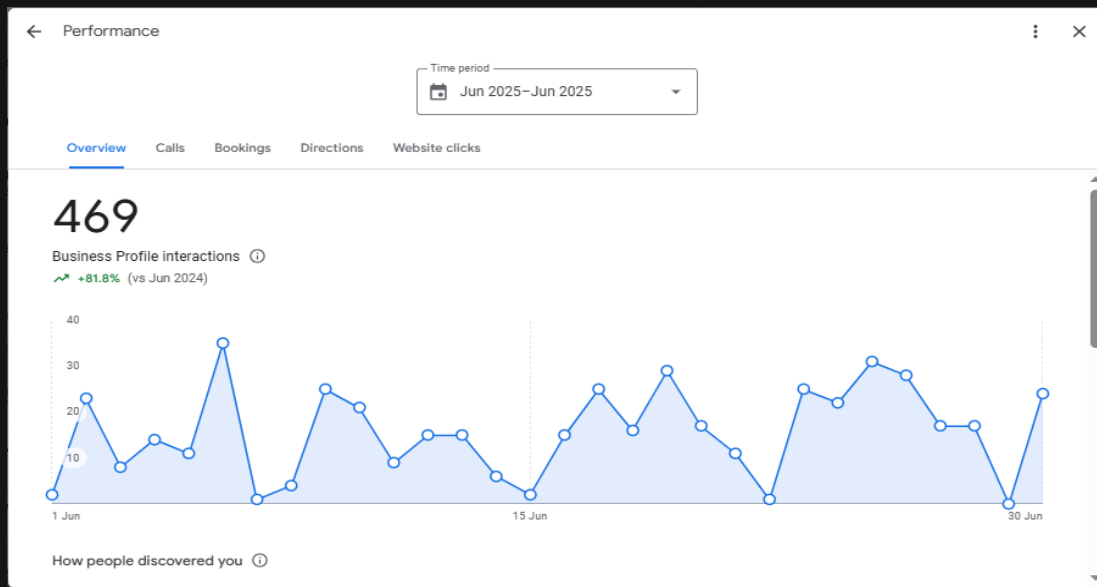
Metric	Result	Change vs. June 2024
Profile Views	628	+5.4%
Search Impressions	260	▼ -13.6%
Calls from GMB	90	+42.9%
Direction Requests	57	▼ -31.3%
Website Clicks	17	+70.0%
Total Interactions	164	+5.1%



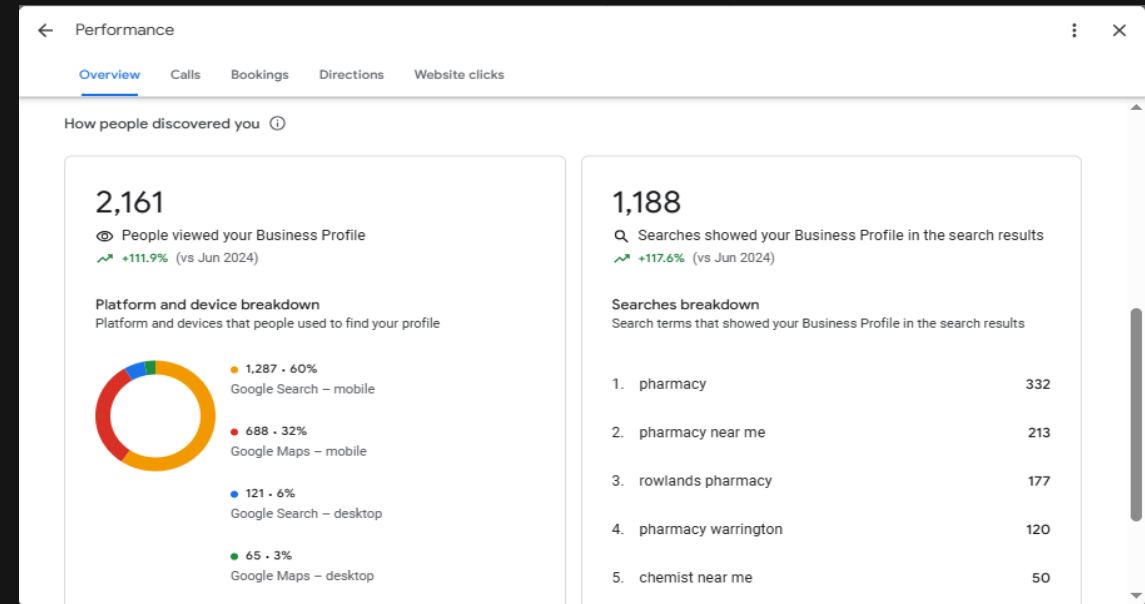
Calls



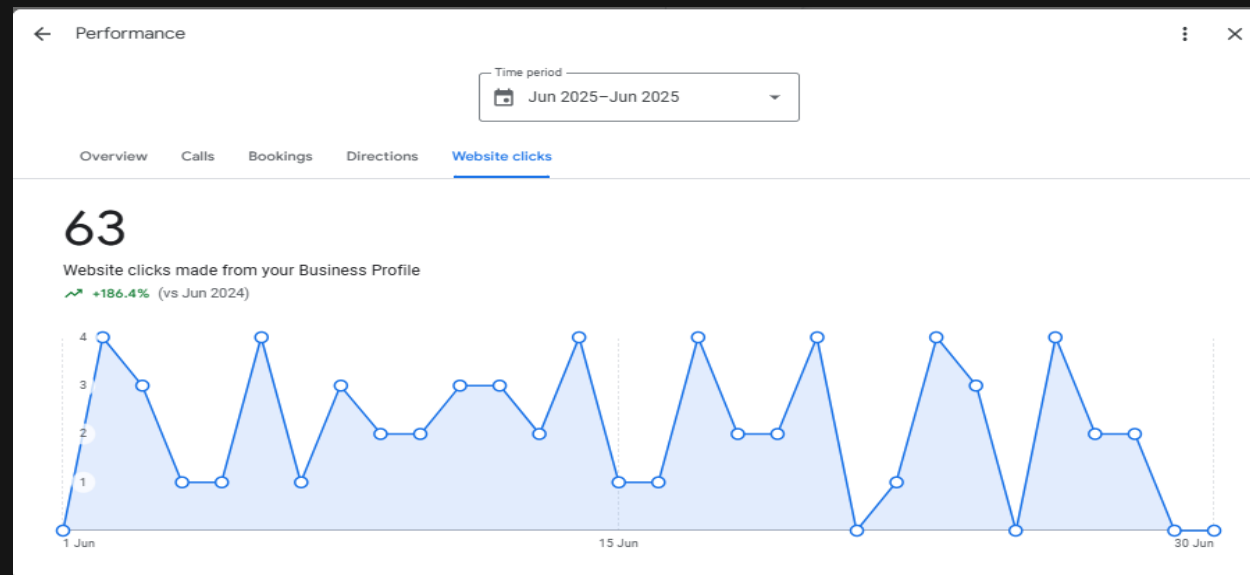
Directions



## Overview



## Profile Views



## Website Clicks

Top Search Term that Triggered the Listing:

Search Term	Volume
pharmacy	157
pharmacy near me	44
hale pharmacy	42
pharmacies	17
chemist / chemist near me	<15
hale village pharmacy, ivy farm court	<15
lloyds pharmacy / village pharmacy	<15

✓ The pharmacy is now ranking alongside established competitors like **Lloyds** and is being discovered via unbranded keywords like "**pharmacy near me**" and "**chemist**".

# Top Search June 2025:

← Searches breakdown			⋮	×
7.	chemist	43		
8.	jubilee pharmacy	32		
9.	warrington pharmacy	32		
10.	rowlands pharmacy warrington	30		
11.	pharmacies	26		
12.	orford jubilee pharmacy, primary care resource centre, jubilee way, orford, warrington	25		
13.	chemist warrington	24		
14.	longford street pharmacy warrington	21		
15.	jubilee	16		
16.	boots	< 15		
17.	chemist in orford warrington	< 15		

← Searches breakdown			⋮	×
18.	chemist longford street warrington	< 15		
19.	chemist open near me	< 15		
20.	chemist orford	< 15		
21.	chemists	< 15		
22.	chemists in warrington	< 15		
23.	chemists near me	< 15		
24.	convenience store	< 15		
25.	dropped pin	< 15		
26.	elgin ave, warrington	< 15		
27.	jublie	< 15		
28.	lloyds pharmacy	< 15		
29.	orford chemist	< 15		

← Searches breakdown			⋮	×
33.	pharmacies in warrington	< 15		
34.	pharmacies near me	< 15		
35.	pharmacies warrington	< 15		
36.	pharmacy first warrington	< 15		
37.	pharmacy in warrington	< 15		
38.	pharmacy jubilee	< 15		
39.	pharmacy longford street	< 15		
40.	pharmacy longford street warrington	< 15		
41.	pharmacy open near me	< 15		
42.	pharmacy open now in warrington	< 15		
43.	pharmacy warrington open now	< 15		

## Strategic Observations:

- ❑ **Calls increased significantly (90 total)**, indicating high user intent and trust in listing accuracy
- ❑ **Website clicks improved by 70%**, showing growing interest in service exploration
- ❑ **Search appearances dropped slightly**, likely due to lower Google search volume or competitive saturation—but interaction rates remained strong
- ❑ Direction requests dipped, this could be due to more users calling directly instead of navigating, or more repeat customers already knowing the location

## Key Takeaways:

- ✓ Review replies and local keyword use are driving **trust and map pack exposure**
- ✓ Consistent posting and CTA-based copy helped push actions (calls, clicks) over impressions
- ✓ Strong performance despite a lower impression counts signals **better-qualified traffic**