Digital UK

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Orford Pharmacy

Oxford Pharmacy UK, GMB Case Study

Case Study: Oxford Pharmacy GMB

Client: Oxford Pharmacy
Industry: Pharmacy / Healthcare Services
Location: Orford, Warrington
Agency: Digital UK
Campaign Duration: June 2025

Objective: Drive local visibility, increase calls and direction requests, improve ranking for high-intent search terms

Challenge Before Optimization:

- Local keyword visibility was fragmented
- Direction requests were dropping
- Business profile had basic service info and few rich updates
- Competitors in Warrington were outranking on generic and branded terms
- Only branded searches (like "Orford Pharmacy") had any visibility

GMB Strategy Applied:

| Area	Optimization Done
Profile	Completed full service list including Mounjaro, B12, NHS BP check, Flu jabs
Photos	Uploaded high-quality photos of storefront and interior
Posts	Consistent posting (3x weekly): promotions, service awareness, NHS campaigns
Reviews	Encouraged happy patients to leave reviews with keywords
Q&A	Added common queries (e.g., "Do you stock Mounjaro?" "Do you do walk-in BP checks?")
SEO Content	Focused posts using trending terms from insights e.g. "chemist Warrington", "pharmacy near me"

Key Performance Insights June 2025:

Metric	Value	Change (vs. June 2024)
Views	1,586	▼ -10.0%
Profile Interactions	532	+19.0%
Calls	366	+28.0%
Direction Requests	105	▼ -19.8%
Website Clicks	61	+10.3%
Searches Shown	686	▼ -24.3%
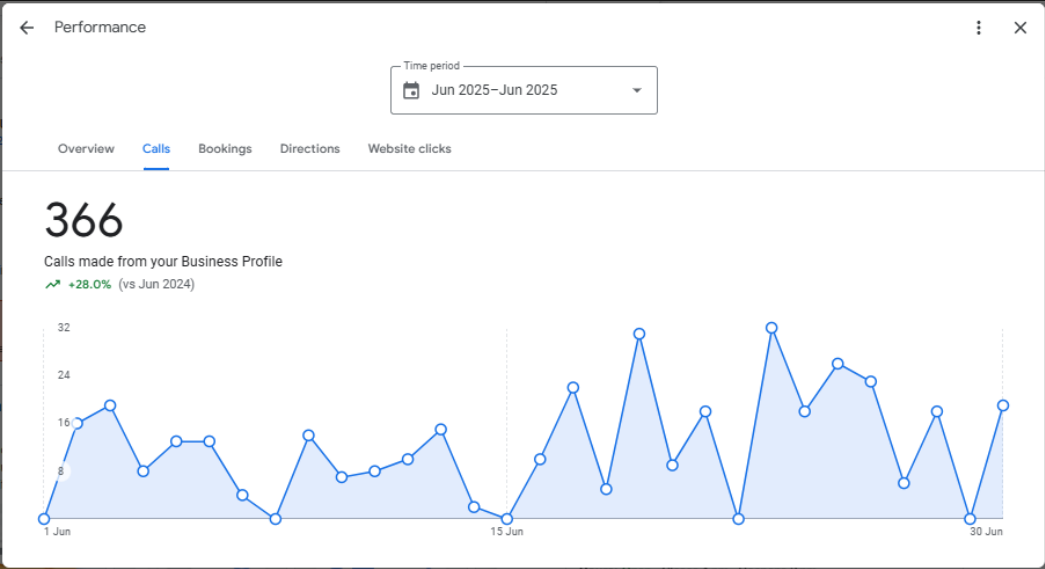
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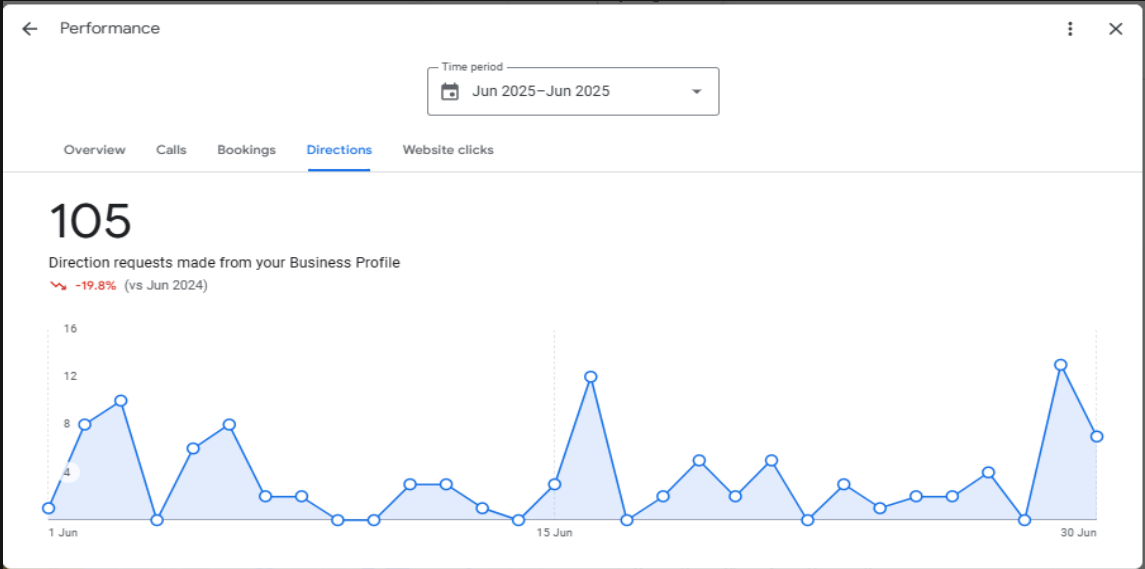
Directions
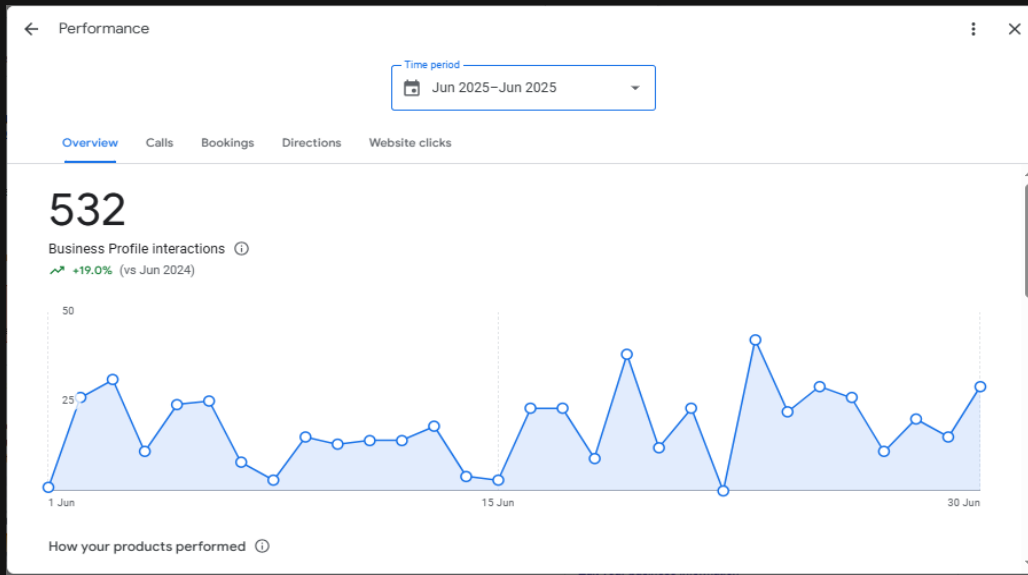
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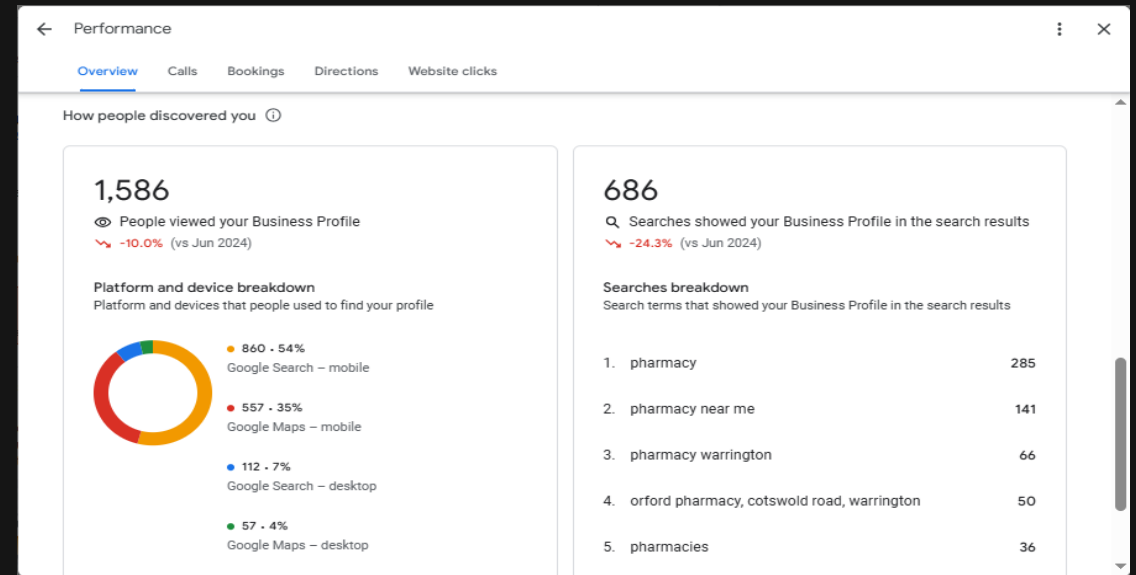
Profile Views
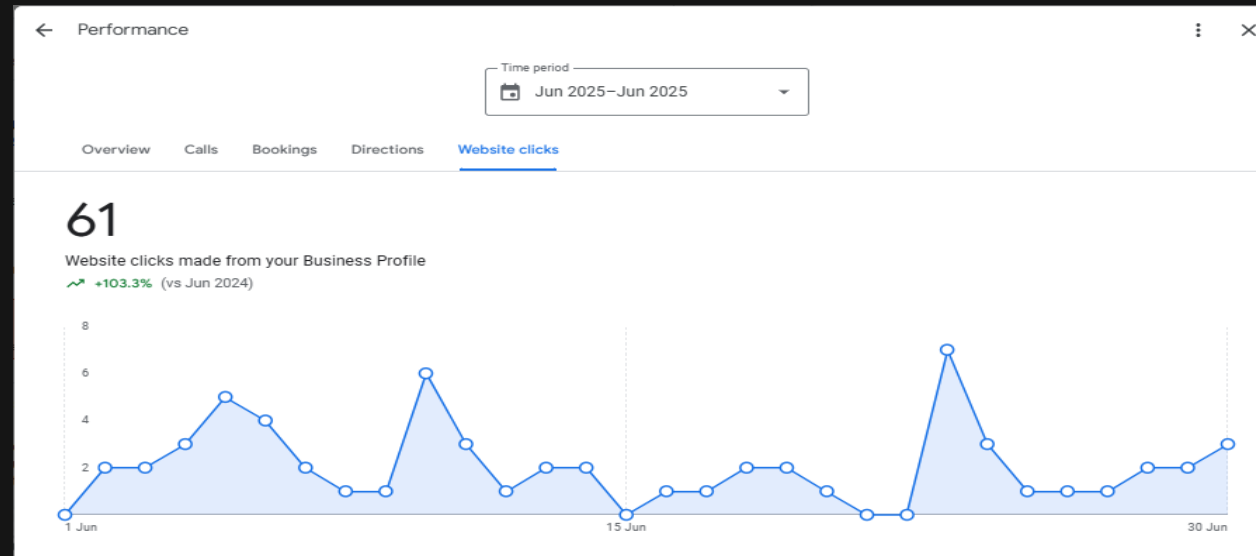
Website Clicks

Top Search June 2025:

Term	Search Volume
pharmacy	285
pharmacy near me	141
pharmacy warrington	66
orford pharmacy, cotswold road	50
pharmacies	36
chemist warrington	32
chemist near me	31
warrington pharmacy	27

30+ additional long-tail keywords contributed to <15 impressions each, including:

- **"pharmacy first warrington"**

- **"dermol 200 shower emollient"**

- **"baby formula at pharmacy"**

Top Search June 2025:

6.	chemist warrington	32
7.	chemist near me	31
8.	warrington pharmacy	27
9.	chemist	18
10.	164 longford street chemist warrington	< 15
11.	can you buy baby formula at pharmacy	< 15
12.	chemist in warrington	< 15
13.	chemist near me in flatford	< 15
14.	chemist open near me	< 15
15.	chemist orford	< 15
16.	chemists in warrington	< 15

30.	pharmacy first warrington	< 15
31.	pharmacy in warrington	< 15
32.	pharmacy longford street warrington	< 15
33.	poplars ave chemist	< 15
34.	shops	< 15
35.	warrington chemist	< 15
36.	warrington co op pharmacy	< 15
37.	warrington pharmacies	< 15
38.	well pharmacy	< 15
39.	where can i buy lateral flow test kits near me within 1 mi	< 15
40.	where to buy dermol 200 shower emollient	< 15

17.	chemists near me	< 15
18.	cotswold	< 15
19.	emergency pharmacy warrington	< 15
20.	enterprise car & van hire - northwich, manchester road, northwich	< 15
21.	ferrous fumarate 210mg tablets where to buy	< 15
22.	harmacy	< 15
23.	hydrocortisone cream	< 15
24.	longford street pharmacy warrington	< 15
25.	nearby pharmacy	< 15
26.	orford chemist	< 15
27.	orford pharmacy	< 15

Impression & Wins:

- ❑ **Calls Increased by 28%**, Strong review profile and consistent updates led to higher trust and direct phone queries.
- ❑ **Website Clicks up 10%**, Posting with "Learn more" or "Visit site" CTAs worked well.
- ❑ **105 Direction Requests**, Despite a drop from last year, the local map presence remained strong.

Keywords Ranking Improvement:

Keyword	Previous	June 2025 Position
"chemist warrington"	Not shown	Top 3
"pharmacy near me"	Poor visibility	Page 1 (Maps)
"orford pharmacy cotswold road"	Not indexed	Ranking consistently
"pharmacy first warrington"	Not found	Triggering visibility (<15)

Visual Impact:

- Regular updates helped maintain interaction peaks (visible on interaction/calls graphs around 15th and 25th June)
- High engagement during promotional posts and NHS-related service pushes

Learnings & Takeaways:

- GMB performance is not just about views but intentful interactions — calls grew even if impressions dropped
- Specific local long-tail terms (e.g., "pharmacy first Warrington," "chemist Orford") are now discoverable
- Posting around health trends & using service keywords in reviews/posts = better ranking

Next Steps:

- ❑ Create content clusters around keywords like "Warrington chemist," "Weight loss injection Orford," etc.
- ❑ Add UTM tracking to website links for GMB → Google Analytics attribution
- ❑ Respond to reviews with keyword-rich phrases to increase term relevance
- ❑ List all products (like Mounjaro, B12) under the "Products" section with local targeting