



The Digital UK, GMB Case Study



Case Study: The Digital UK, Liverpool

Client: The Digital UK

Industry: Digital Marketing Agency

Location: Liverpool England

Status: Newly Launched GMB Profile

Campaign Duration: June 2025

Objective: Establish local visibility, generate branded and service-intent clicks, and track early user engagement.

Initial Goals:

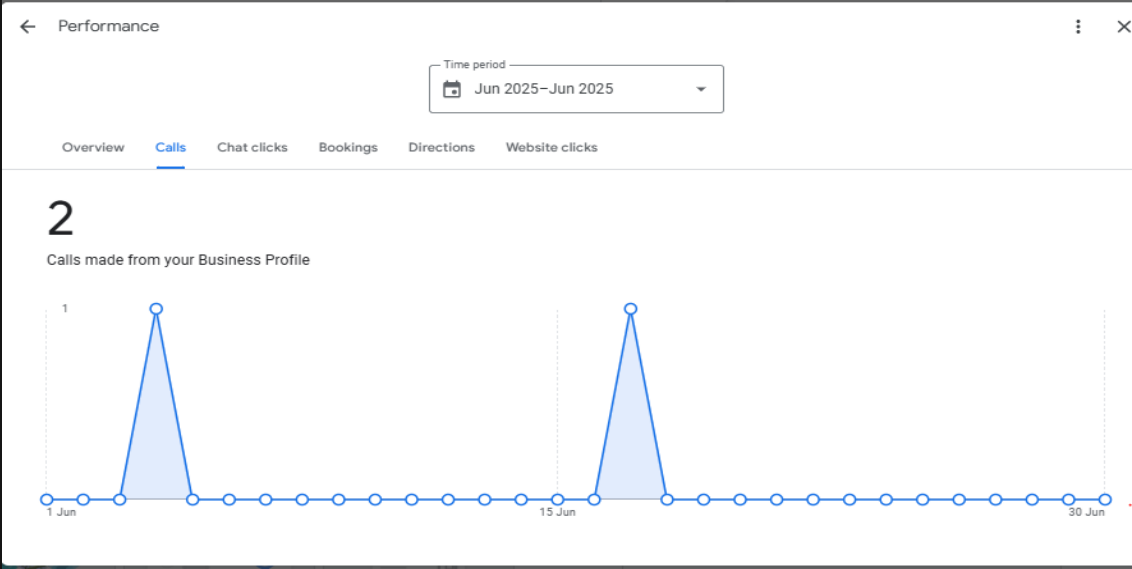
- Launch a clean and optimized GMB presence in Liverpool
- Begin ranking for service-based queries like “digital marketing agency in Liverpool”
- Drive profile interactions and website clicks for lead capture
- Track discovery via relevant non-branded local marketing search terms

Launch Strategy:

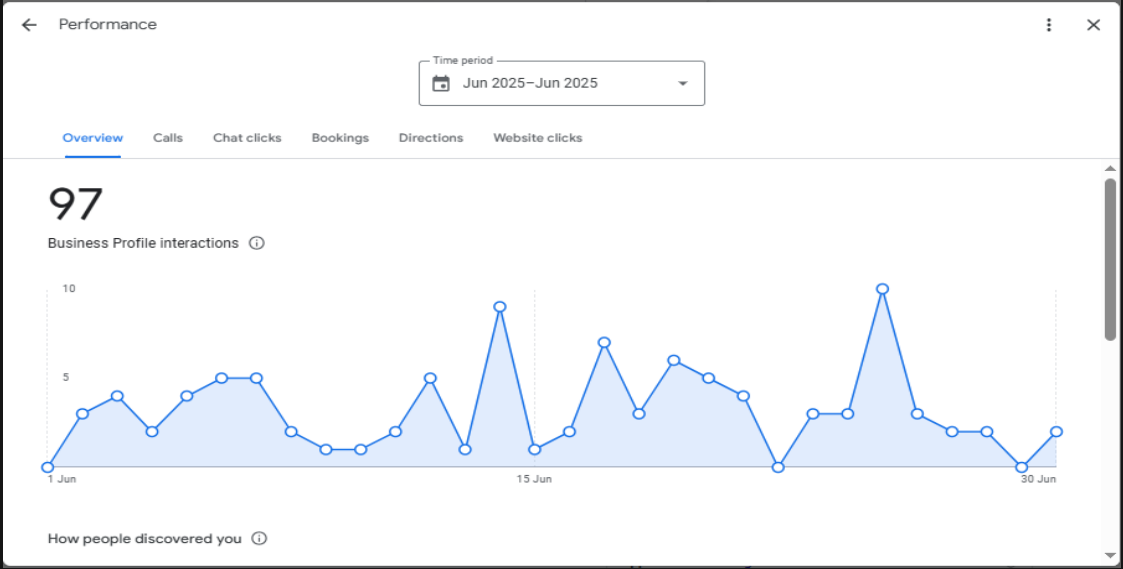
Area	Setup/Strategy
GMB Profile Setup	Verified listing, uploaded high-quality logo and cover image, added complete business details
Services	Listed offerings like SEO, Paid Ads, Website Design, Local SEO, and Content Marketing
Initial Posts	Posted about services and agency USPs using CTAs like “Book a Strategy Call”
Keyword Optimization	Added keywords in business description like “digital marketing Liverpool” & “SEO agency Liverpool”
Review Generation (Phase 1)	Started with team/in-network soft review requests to warm up trust signals

Key Performance Insights June 2025:

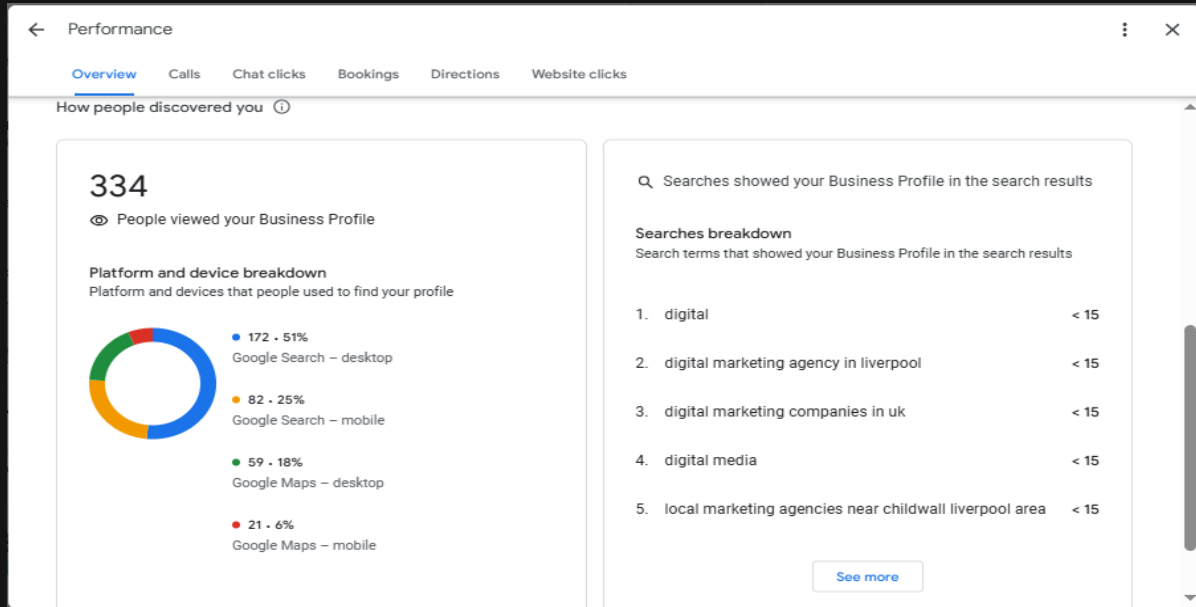
Metric	Value
Profile Views	334
Website Clicks	62
Calls	2
Total Interactions	97
Search Queries Triggered	15+ diverse local marketing terms



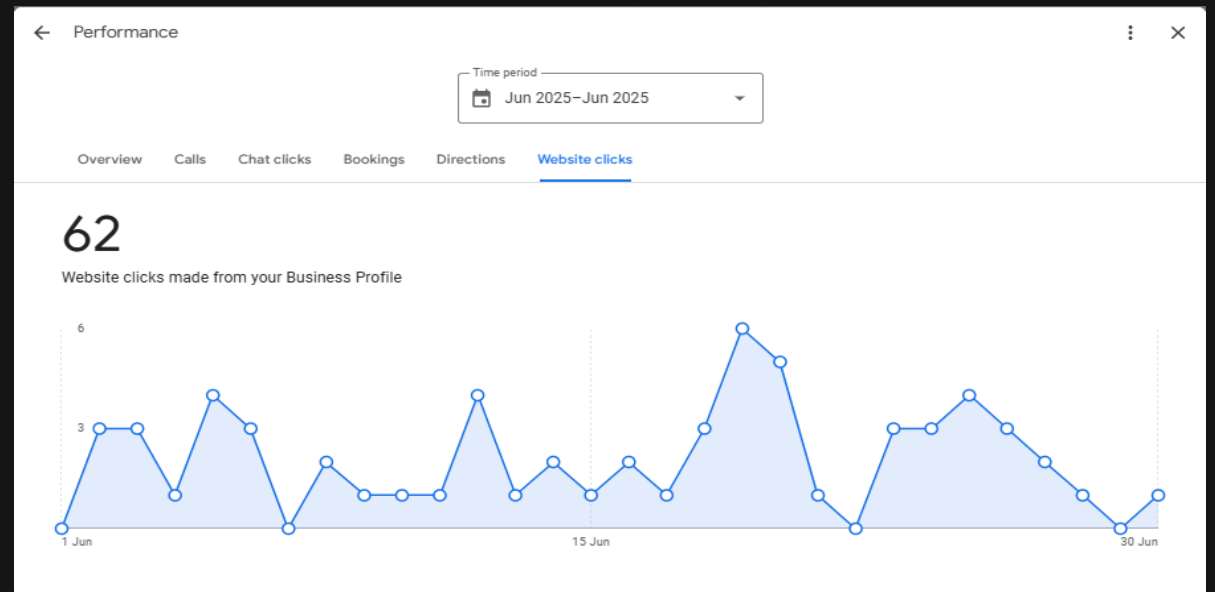
Calls



Overview



Profile Views

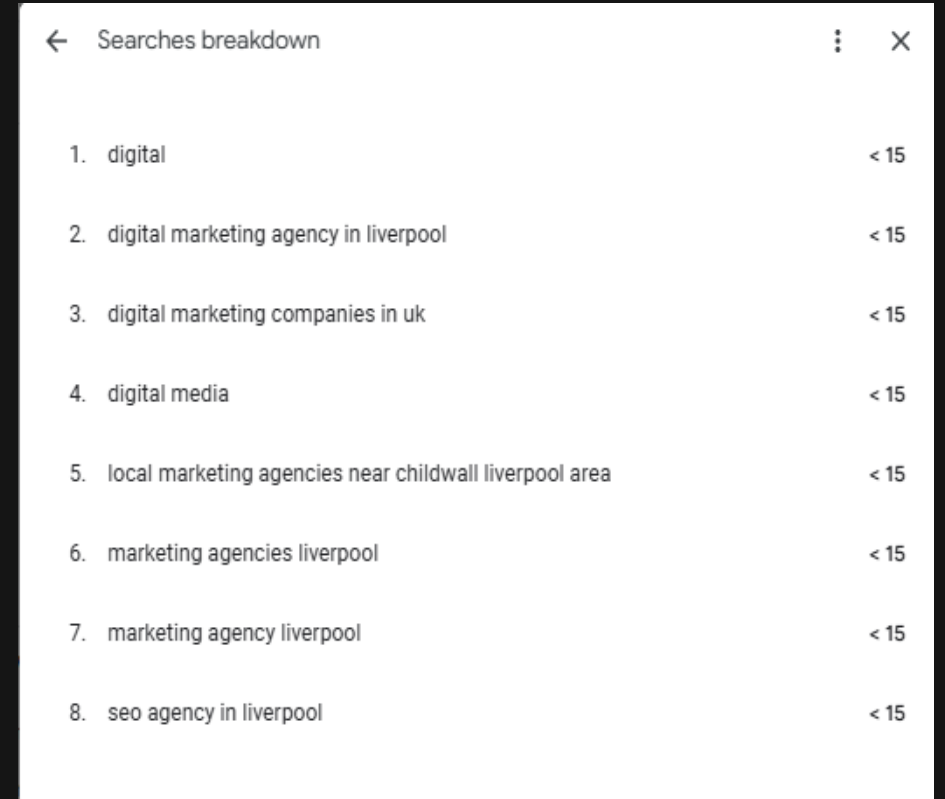


Website Clicks

Top Search Queries (All <15 Volume but Strategically Strong):

- ❑ digital marketing agency in Liverpool
- ❑ seo agency in Liverpool
- ❑ marketing agencies Liverpool
- ❑ digital media
- ❑ local marketing agencies near Childwall Liverpool area
- ❑ digital marketing companies in UK

➤ These reflect early indexing for non-branded service intent, which is critical for future scaling.



← Searches breakdown		⋮	×
1.	digital	< 15	
2.	digital marketing agency in liverpool	< 15	
3.	digital marketing companies in uk	< 15	
4.	digital media	< 15	
5.	local marketing agencies near childwall liverpool area	< 15	
6.	marketing agencies liverpool	< 15	
7.	marketing agency liverpool	< 15	
8.	seo agency in liverpool	< 15	

Performance Highlights:

- ❑ Website Clicks: **62** in a fresh launch month is very strong, showing strong **CTA engagement**
- ❑ Early Call Conversions: Although only **2**, it proves phone leads are being considered
- ❑ **97 Total Interactions**: Indicates **high profile trust** for an unreviewed/new listing
- ❑ Most users came from **desktop search (51%)** and **mobile search (25%)**, ideal for B2B service funnel

Strategic Focus Moving Forward:

Now we are focused on **ranking for competitive keywords** like “**SEO agency Liverpool**,” “**PPC expert Liverpool**,” and “marketing consultant near me,” while continuing to reinforce **Google Maps relevance** via consistent service posts, review building, and local backlinks.

We are also adding **visual assets** (team photos, office setup, client success posters) and introducing **monthly campaign case studies** as posts to build authority and conversion trust.

Key Takeaways From Month 1:

- ✓ Launching a fully optimized profile **with localized keywords and niche services** can trigger GMB listing visibility even without reviews
- ✓ **Website traffic from GMB can outperform social clicks** when structured with proper CTAs
- ✓ Appearing in long-tail searches (e.g., “marketing agency near Childwall”) is proof that local optimization is working
- ✓ Calls are low for now, but **click-through performance is strong**, signaling high research-based visitor intent