



Digital UK

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Imaan  Healthcare

SEO Case Study: Imaan Health Care



Case Study: How We Boosted Organic Traffic by 230% for Imaan Healthcare Using Structured Content, Local SEO, and Technical Fixes

Client: Imaan Health Care

Industry: Health Care

Region: UK (Primary: Liverpool, National reach)

Agency: Digital UK

Campaign Duration: 6 Months

Objective: Increase organic traffic, reduce bounce rate, improve product rankings, and scale conversions without paid ads.

1. Project Background: Before & After Snapshot

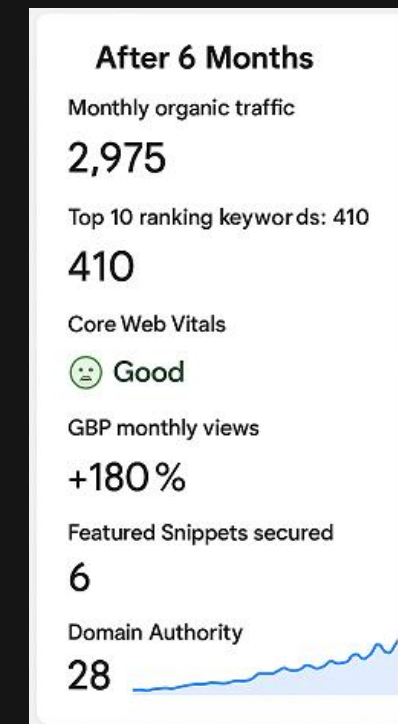
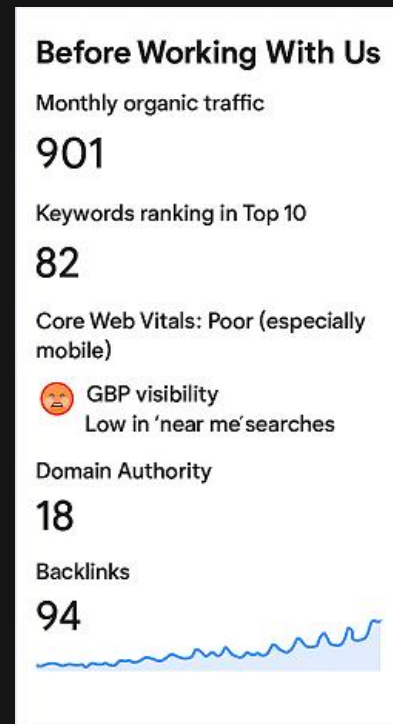
Imaan Healthcare, a leading network of independent pharmacies across the UK, offers essential health services like NHS flu vaccinations, private blood tests, and weight loss medication programs. Despite these services being highly searched, their online visibility was minimal, fragmented across branches with no centralized strategy.

Before Working With Us:

- Monthly organic traffic: ~900
- Keywords ranking in Top 10: 82
- Core Web Vitals: Poor (especially mobile)
- GBP visibility: Low in “near me” searches
- Domain Authority: 18
- Backlink count: 94

After 6 Months:

- Monthly organic traffic: 2,970+
- Top 10 ranking keywords: 410
- GBP monthly views: +180%
- Featured Snippets secured: 6
- Domain Authority: 28
- Backlinks: 223+



2. Strategy Used: The “Core + Cluster + Conversion” SEO Framework

We deployed a 3-phase SEO strategy tailored for Imaan Healthcare’s multi-location and compliance-driven business:

1. Core (Foundation Fixes)

- Conducted a full technical SEO audit.
- Unified and optimized GBP listings across all locations.
- Performed keyword mapping to assign unique service pages per query type.

2. Cluster (Content + Local Authority)

- Built service-based blog clusters (e.g., flu vaccine, weight loss, allergy care).
- Mapped content to informational, transactional, and local-intent searches.
- Structured internal linking to push link equity across clusters.

3. Conversion (Trust + UX Signals)

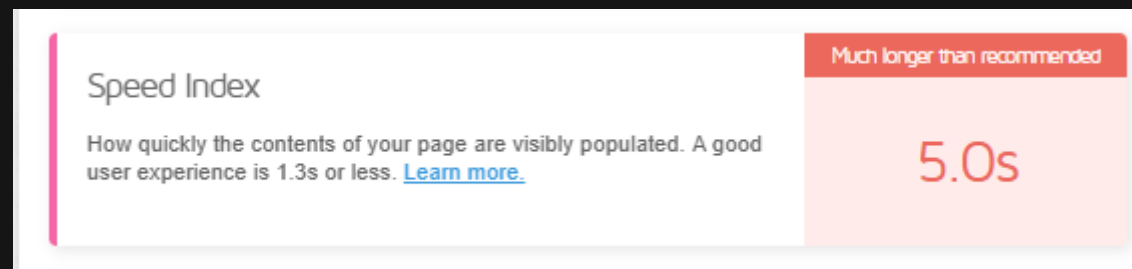
- Added structured data (FAQ, local Business, product schema).
- Optimized mobile usability and performance metrics.
- Launched SMS-based review campaigns and optimized CTAs across pages.

3. SEO Audit: Diagnosing the Foundation

We began by evaluating the site using GSC, Screaming Frog, and Page Speed Insights.

Key Issues Identified:

- Poor header hierarchy (H1-H3 misused or absent).
- Sitemap not submitted to Google Search Console.
- Internal linking gaps between blog posts and service pages.
- Duplicate title/meta tags across branch pages.
- Google Business Profiles had inconsistent NAP (name, address, phone).



4. Content Strategy: Mapping to Intent & Queries

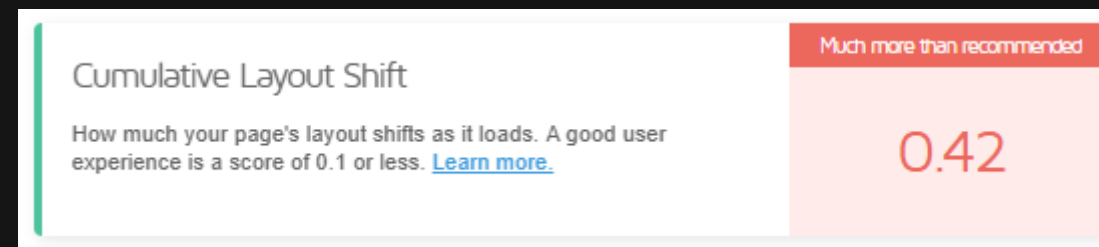
Our content plan aimed to educate users while ranking for commercial-intent and local queries.

Keyword Types Targeted:

- **Transactional:** “weight loss pharmacy UK,” “buy Vitamin B12 injection Liverpool”
- **Informational:** “how often to get BP checked,” “what is Mounjaro”
- **Local:** “pharmacy in Oldham open late,” “emergency contraception near me”

Content Assets Developed:

- 15+ service-specific landing pages (optimized for city + service).
- Informational blog hubs under topics like blood pressure, weight loss, travel health.
- Blog articles embedded with call-to-action buttons linked to contact or booking pages.



5. Local SEO & Google Business Profile Optimization

GBP played a pivotal role in footfall and local discovery.

Optimizations Performed:

- Added over 40 geo-tagged photos per pharmacy (staff, signage, inside view).
- Created weekly GBP posts (e.g., “Free BP Checks This Week,” “Now Stocking Mounjaro”).
- Standardized opening hours and contact details across all locations.
- Encouraged reviews via automated SMS after service delivery.
- Added Q&A on GBP pages to address common queries.

6. Technical SEO Fixes: Speed, Structure & Schema

We addressed major crawlability, speed, and mobile performance issues.

Fixes Included:

- Removed 130+ crawl errors and fixed redirect chains.
- Implemented image compression, browser caching, and lazy loading.
- Boosted mobile usability score from 48 to 95.
- Added structured data:
 - localBusiness schema for each branch.
 - product schema for health tests and treatments.
 - FAQPage schema to appear in expanded SERPs.

1. Duplicate Content Across Pages:

There appears to be overlapping content across various sections, especially in service descriptions. This redundancy can lead to internal competition for rankings and dilute the site's overall SEO effectiveness.

MarketMuse Blog

2. Lack of Clear Content Hierarchy:

The current heading structure lacks a logical hierarchy (e.g., `<h1>` followed by `<h2>`, then `<h3>`, etc.). A well-structured hierarchy aids both users and search engines in understanding the content flow.

Recommendations

Toggle:

Usability

Performance

Social

On-Page SEO

Other

Add H1 Header Tag

On-Page SEO

Medium Priority

7. Backlink & Authority Building: Reputation Through Content

Trust and credibility were boosted through a consistent white-hat link building approach.

Link Building Tactics:

- Guest posts on UK health and wellness blogs.
- HARO (Help A Reporter Out) contributions featuring pharmacist advice.
- Listings in local directories and NHS-affiliated platforms.
- Press releases on pharmacy openings or seasonal service launches.
- Internal linking structured based on service clusters and city pages.



8. Organic Growth Metrics & Milestones

Metric	Before	After (6 Months)
Monthly Organic Traffic	900	2,970+
Top 10 Keywords	82	410
GBP Monthly Views	2,200	6,200+
PageSpeed Score (Mobile)	48	95
Domain Authority (Moz)	18	28
Backlinks	94	223+
Featured Snippets	0	6

9. Key Takeaways: Lessons for Healthcare SEO

- **Search Intent is Everything:** Segment keywords into service, info, and location-based intent for maximum visibility.
- **GBP is Your Local SEO Lifeline:** Optimizing it drove a significant share of walk-in patients.
- **Technical SEO isn't Just Techy—It's Foundational:** Fixes directly contributed to faster indexing and ranking.
- **Topical Clusters Build Trust and Authority:** Grouping related blogs around services helped own SERP real estate.
- **Trust is Measurable:** Schema, reviews, and high engagement metrics all fed Google's E-E-A-T algorithm factors.

Ready to Optimize Your SEO ?

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