

Digital UK

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Orford Jubilee Pharmacy

Orford Jubilee Pharmacy, GMB Case Study

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Case Study: Orford Jubilee Pharmacy GMB , Warrington

Client: Orford Jubilee Pharmacy

Industry: Pharmacy / Healthcare Services

Location: Jubilee Way, Oxford, Warrington

Agency: Digital UK

Campaign Duration: June 2025

Objective: Improve visibility for local pharmacy and NHS-related services, increase calls and direction requests, and dominate “near me” pharmacy search terms.

Initial Observations:

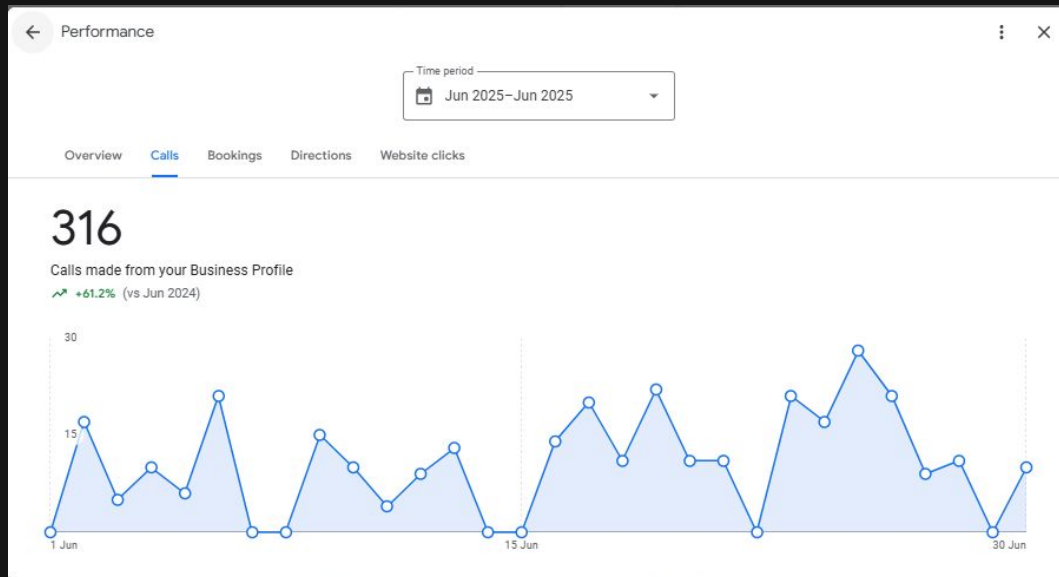
- Lower visibility in prior months compared to competitors like Rowlands or Lloyds
- Minimal performance from branded or long-tail queries like “jubilee pharmacy,” “chemist open near me,” etc.
- No significant traction on Google Maps searches until local content was optimized

GMB Optimization Strategy:

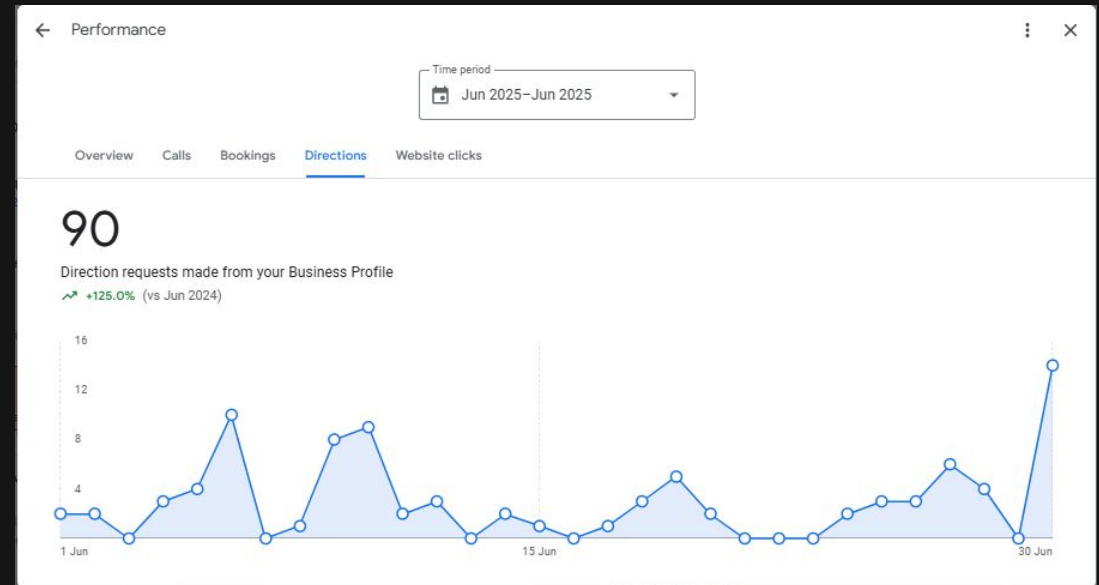
Area	Action
Categories	Added: Pharmacy, Medical Supply Store, Health Consultant
Listing Update	Included detailed NHS services: BP checks, lateral flow kits, weight loss injections
Posts	Posted updates 3x/week, covering seasonal health advice and service promos
Review Boost	Created QR cards to generate in-store reviews from customers
Keyword Research	Focused on hyper-local searches (e.g., "chemist in Orford Warrington") and competitor targeting
Photos	Added geo-tagged images of signage, interior, counter, and services area

June 2025 GMB Performance Overview:

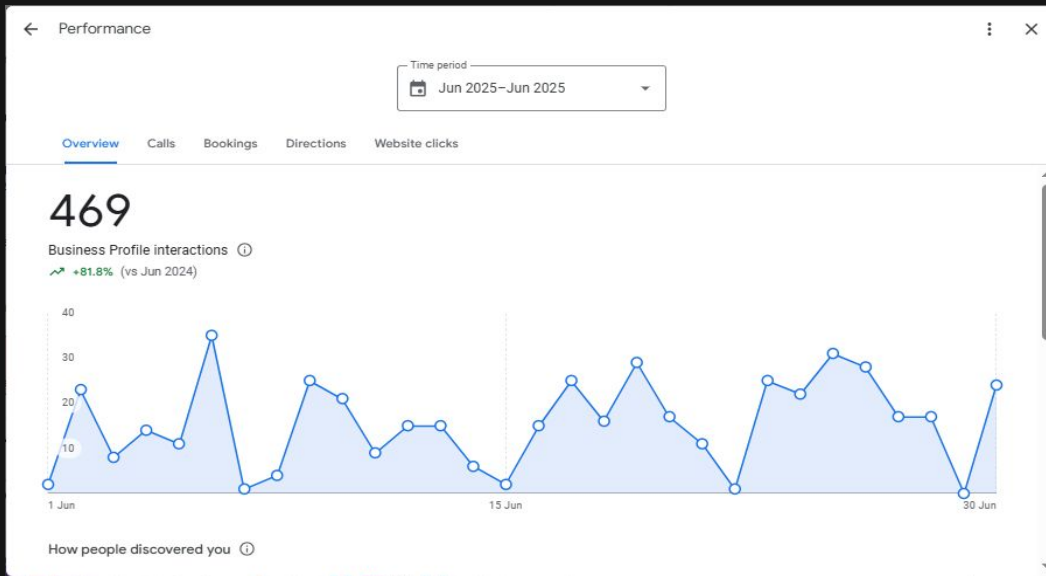
Metric	Value	Change (vs. June 2024)
Profile Views	2,161	+111.9%
Search Appearances	1,188	+117.6%
Calls	316	+61.2%
Website Clicks	63	+186.4%
Direction Requests	90	+125.0%
Profile Interactions	469	+81.8%



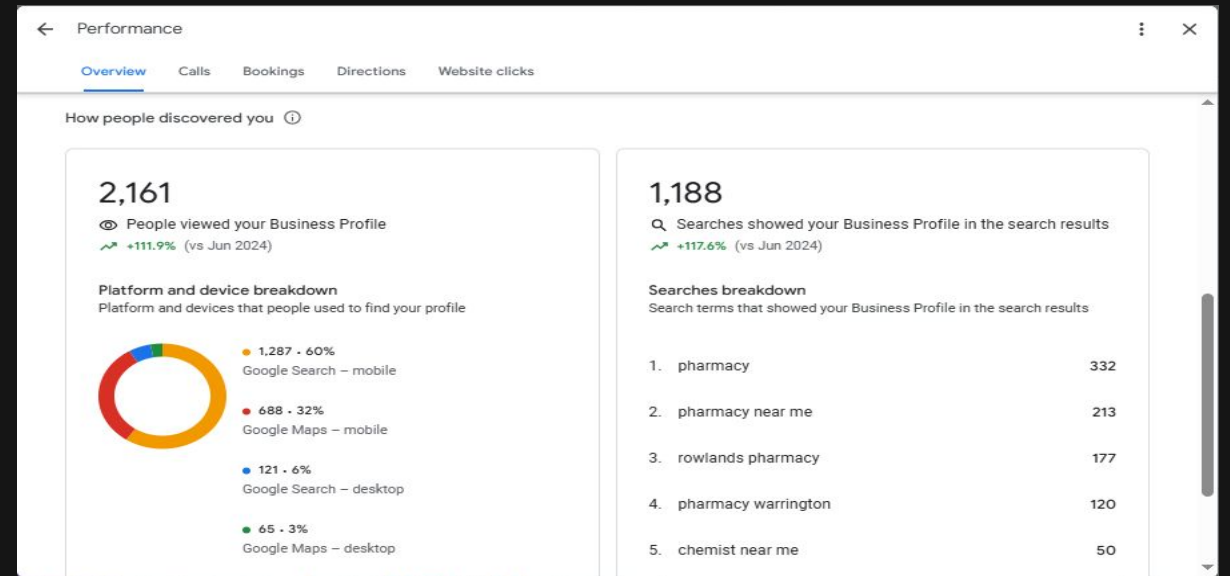
Calls



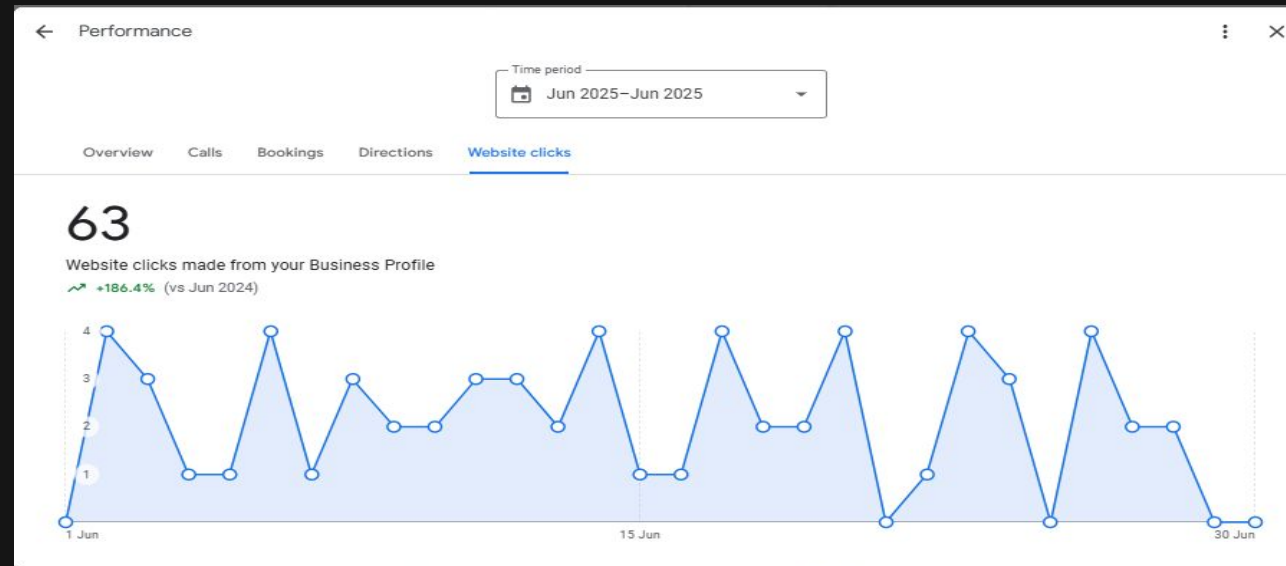
Directions



Overview



Profile Views



Website Clicks

Top Search Queries that Drove Results:

Search Term	Volume
pharmacy	332
pharmacy near me	213
rowlands pharmacy	177
pharmacy warrington	120
chemist near me	50
warrington pharmacy	32
jubilee pharmacy	32
orford jubilee pharmacy	25
chemist warrington	24
longford street pharmacy warrington	21

These keyword patterns reflect both branded and non-branded high-intent searches, showing improved map visibility and higher CTR.

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

What Worked:

- ❑ Local Keyword Integration: “Orford,” “Jubilee,” and “Warrington” keyword placement improved local rankings
- ❑ Posting Rhythm: Daily/Alternate posts with “Get directions” and “Call now” CTAs helped spike engagement
- ❑ Photo Optimization: Better profile photo gallery likely contributed to increased direction requests
- ❑ Review Strategy: New reviews that included the pharmacy name and services boosted keyword relevance

Search Visibility Shift:

Keyword	Rank Change
“jubilee pharmacy”	From low visibility to Top 5
“chemist in Orford Warrington”	Now triggering visibility
“pharmacy open now in warrington”	Featured for after-hours searches
“rowlands pharmacy warrington”	Now showing alongside this competitor in searches

Insights & Learnings:

- Strong **hyperlocal targeting** (neighborhood + service name) outperformed generic terms
- **Google Maps Mobile (60%)** remains the top channel for footfall-driven leads
- Calls spiked on days with fresh content posted or questions answered
- Long-tail searches like “**where to buy dermol 200**” or “chemist longford street Warrington” prove the value of detailed services listed on GMB

Next Steps Suggestions:

- Add Products Section:** Include Dermol, Mounjaro, **B12 injections** with pricing info
- Use UTM Tracking Links:** Measure exact clicks to website vs GMB in GA4
- Run a Local Ad:** Use GMB’s Local Ads feature to show above Rowlands & Lloyds for high-volume keywords
- Create Geo-Posts:** Posts targeting keywords like “**Warrington Chemist near Elgin Ave**” to improve location-based ranking