

Case Study: Peak Performance Through Local SEO

Our Challenge

Multi-location ophthalmology practice wanted to increase visibility across four Georgia markets.

Our Goal

- Increase organic traffic and new patient conversions
- Dominate local search across each market
- Improve visibility for non-brand searches and Google Business Profiles

Our Approach



Built + optimized city-specific location pages



Strengthened local SEO with targeted content + keyword optimization



Improved Google Business Profiles + localized search visibility



Created a search experience that guided users directly to the most relevant location page

**SPOILER: IT
WORKED!**

See for yourself
on the next
slides

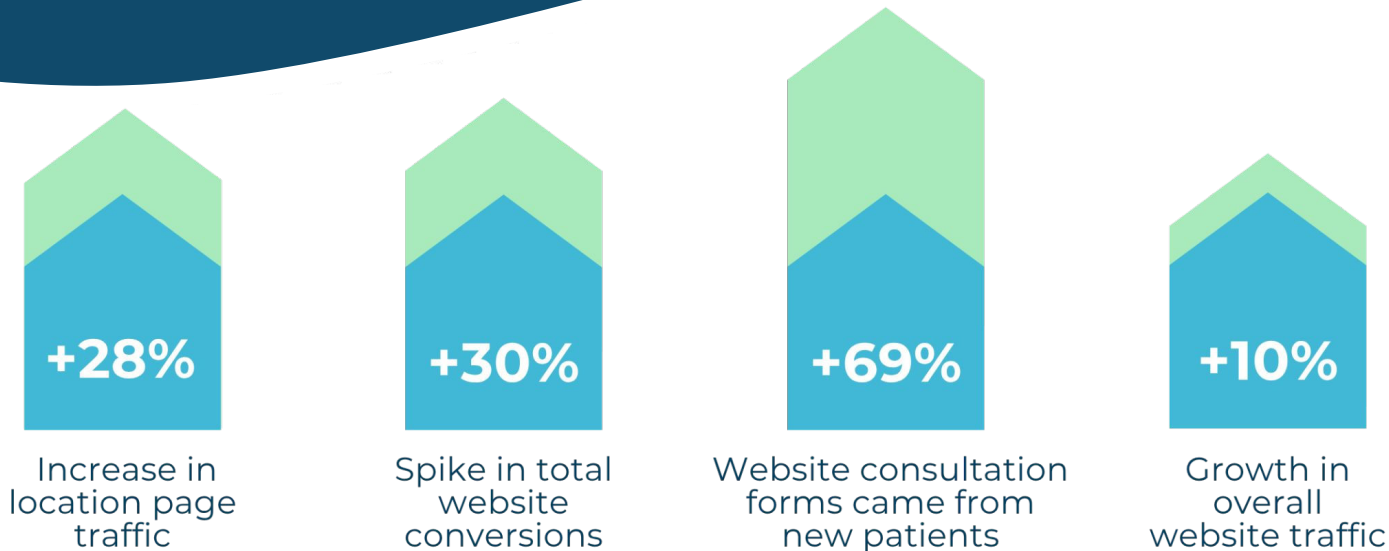


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The Results?

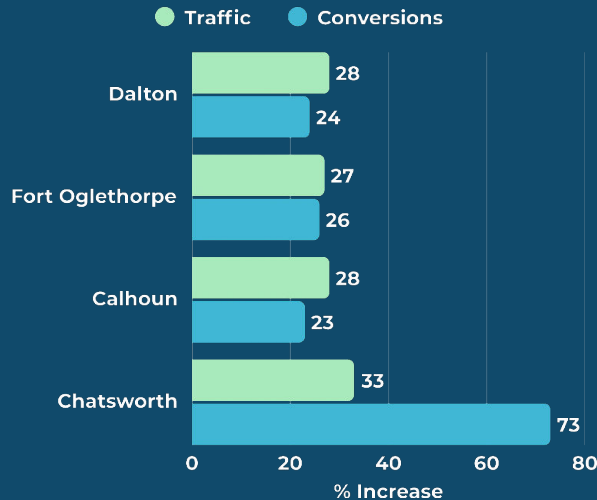
Instead of relying on the homepage, patients are now landing directly on the location that best matches their search—creating a faster path to conversion.

**And the
metrics
prove it:**



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Local Market Wins:



The Takeaway...

By investing in a localized SEO and AI Search strategy, we helped this practice turn location pages into its highest-performing digital asset - driving more qualified traffic, more new patients, and stronger visibility across every market.