

LOCAL SEO

CASE STUDY

A Local SEO case study

Building Local Visibility for a Contact Lens Business in Usa

Quick Results

Category:

Health / Optical contact lenses, eye lenses, glasses, vision consultation

Location: Usa

Challenge:

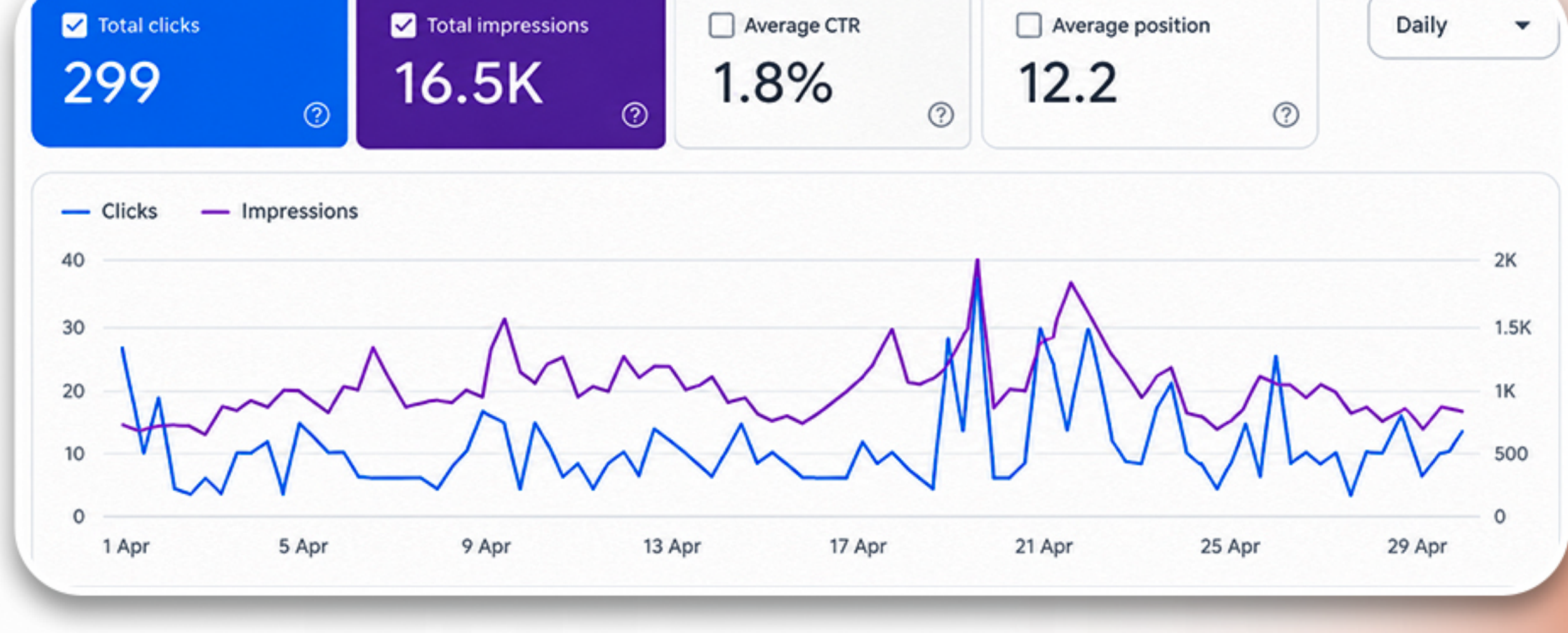
Unoptimized Google Business Profile, low keyword rankings, and minimal customer engagement

Strategy:

GMB optimization, local SEO, review generation, and consistent content activity

Results over 5 months

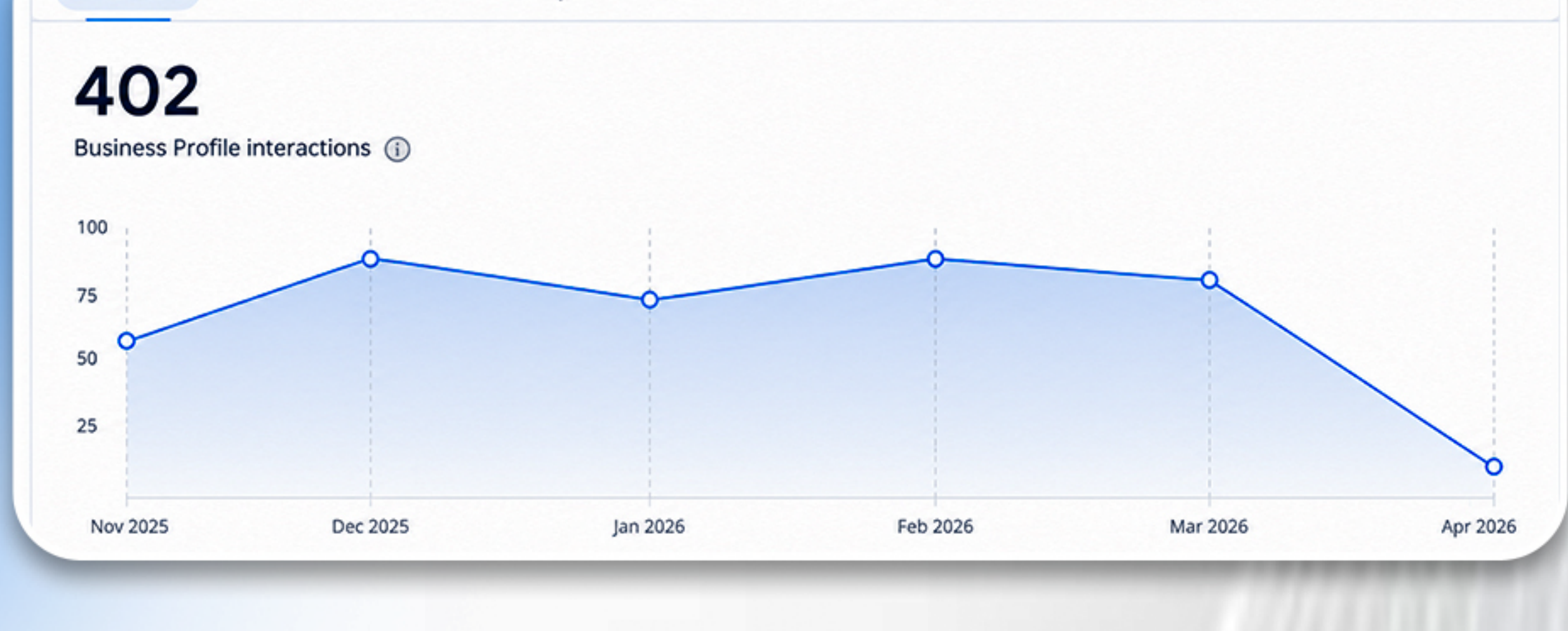
- 5,591 profile views, 1,952 searches, 402 total interactions
- 16.5K impressions, 299 clicks, 1.8% CTR, average position 12.2
- 75% of traffic from mobile search



The Challenge

This contact lens business had the service quality to compete locally but wasn't showing up when customers searched for it.

The Google Business Profile wasn't optimized rankings for relevant terms were weak, and there was no consistent posting or engagement activity keeping the profile active all of which meant low impressions, low clicks, and few customer interactions to build on.



The Strategy

1. GMB optimization.

NAP details, categories, and services were fully optimized, high-converting keywords were added to the business description, and geo-tagged images plus weekly posts kept the profile active.

2. Local SEO.

Location-based keywords were targeted directly phrases like "Contact Lenses in Pakistan" and "Affordable Eye Lenses Near Me" backed by local citation building.

3. Review strategy.

A review generation system was put in place to build trust and strengthen engagement signals.

4. Ongoing content activity.

Weekly posts combined offers, educational content, and product updates to keep the profile active between customer visits.

Results

Metric	Value
Profile views	5,591
Profile searches	1,952
Total interactions	402
Search Console impressions	16.5K
Search Console clicks	299
Average CTR	1.8%
Average position	12.2
Mobile traffic share	75%

Ranking terms included "lens" 1,000 searches, "focus" 656, and "contacts" 251 a mix that reflects both category level and brand-adjacent search behavior.

Growth was fairly steady from November through March, peaking in February and March, with a slight dip in April. That dip lines up with a natural point to layer in paid local campaigns or seasonal content rather than a sign the SEO work lost momentum.

What Made It Work

Consistency was the throughline regular GMB updates, steady keyword targeting, and an active review pipeline reinforced each other rather than any one tactic carrying the results alone.

The mobile-heavy traffic split also confirms the profile work was reaching people in the moment they were searching, not just building passive visibility.

Takeaway

Five months of consistent GMB and local SEO work took this contact lens business from near invisible to a genuine local presence more calls, more direction requests, more walk ins.

The next step is scaling that foundation with local ad campaigns and dedicated service landing pages rather than relying on organic growth alone.