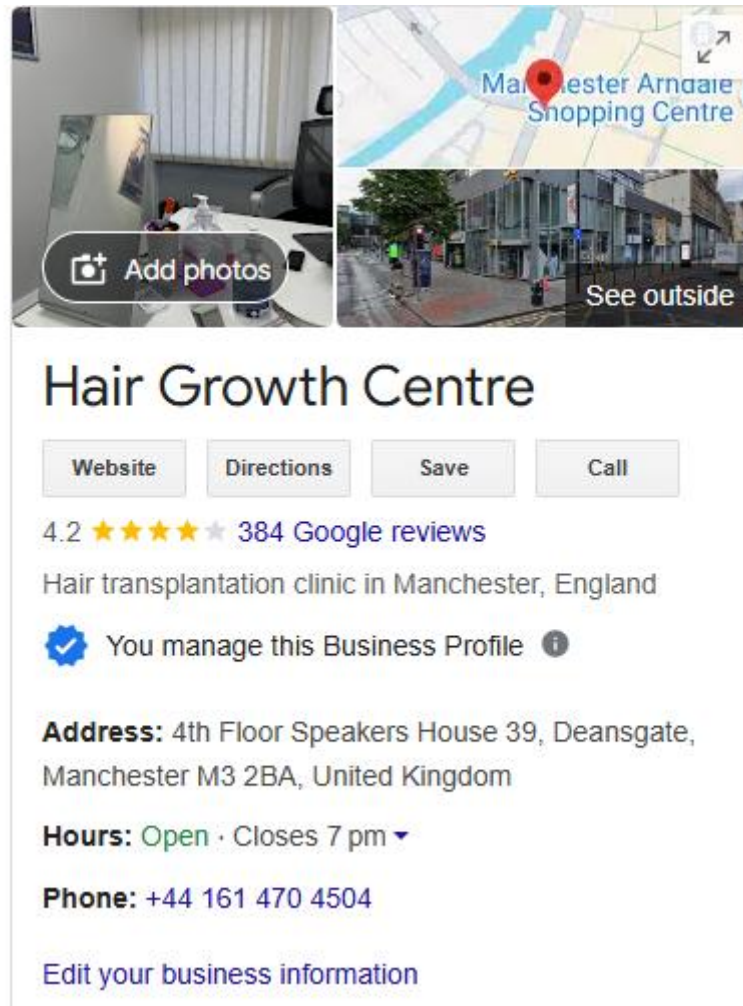


HGC Hair Growth Centre

GMB - Case Study



Client Overview:

HGC Hair Growth Centre is one of the **largest hair regrowth clinics in the UK**, providing **state-of-the-art treatments and transplants** for hair loss. With multiple locations across **London, Essex, Birmingham, and Manchester**, HGC is recognized for its **cutting-edge technology and expert medical team**.

With a growing clientele, including **A-list celebrities and professional athletes**, HGC aimed to enhance its **online presence, local search visibility, and patient engagement** using **Google My Business (GMB) optimization**.

Objectives

- **Increase Appointment Bookings:** Boost inbound calls and consultations through **Google My Business (GMB)**.
- **Improve Local Search Rankings for Each Clinic:** Dominate search rankings for location-specific keywords, such as:

“Hair transplant in Manchester”

“Hair regrowth clinic in Birmingham”

“Best hair transplant in Bromley”

“Hair transplant in Leeds”

“Hair transplant in London”

“Hair transplant in Romford”

- **Enhance Online Credibility:** Leverage patient reviews and **positive testimonials** to build trust and authority.
- **Maximize Local Foot Traffic:** Ensure potential patients can easily find and visit HGC’s multiple locations.

Strategy

To achieve these goals, we implemented a **comprehensive Google My Business (GMB) optimization strategy**.

1. GMB Profile Enhancement

- **Complete Business Details:** Updated HGC’s profile with **accurate business information**, including:
 - Clinic addresses
 - Operating hours
 - Services offered
 - Appointment booking links
 - High-quality clinic photos
- **Service-Specific Keywords:** Optimized the GMB description and services with **high-ranking keywords** like:
 - “Best hair transplant in London”
 - “Affordable hair transplant UK”

- **“PRP hair treatment near me”**
- **Geo-Targeting for Multiple Locations:** Created and optimized separate **GMB listings for London, Essex, Birmingham, Romford, Leeds and Manchester** to improve local visibility.

2. Review & Reputation Management

- **Encouraging Patient Reviews:** Implemented an automated follow-up system to request reviews from satisfied patients.
- **Managing & Responding to Reviews:** Replied to **every review**, thanking satisfied clients and addressing concerns professionally.
- **Highlighting Success Stories:** Used **video testimonials and before-and-after images** in GMB posts.

3. Regular GMB Updates & Posts

- **Weekly GMB Posts:** Published engaging content, including:
 - **Patient success stories**
 - **Q&A about hair restoration**
 - **Special offers and promotions**
- **Event & Offer Announcements:** Highlighted exclusive offers like:
 - **“Free Hair Loss Consultation – Book Now”**
 - **“10% Off PRP Hair Treatment This Month”**

4. Local SEO & Backlink Building

- **Building Local Citations:** Listed HGC on multiple local directories and medical listing websites.
- **Creating Geo-Specific Blog Content:** Developed blog posts focused on **hair loss solutions tailored to UK residents**.
- **NAP (Name, Address, Phone) Consistency:** Ensured uniform business details across all online platforms.

5. Call Tracking & Performance Monitoring

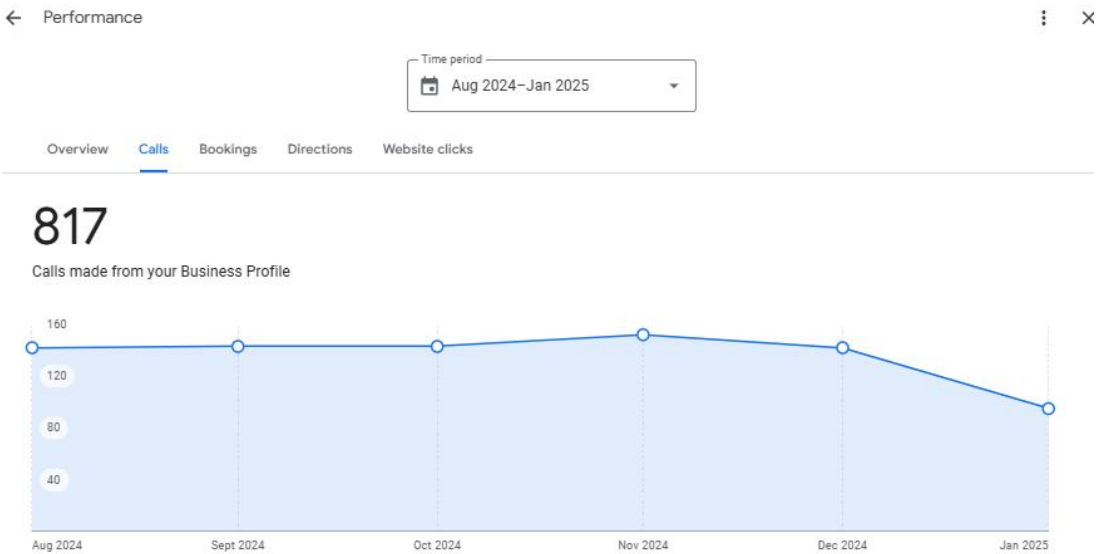
- **GMB Insights Tracking:** Monitored search queries, call volumes, direction requests, and photo views.
 - **Conversion Rate Analysis:** Measured the impact of GMB updates on **appointment bookings and consultations**.
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Results

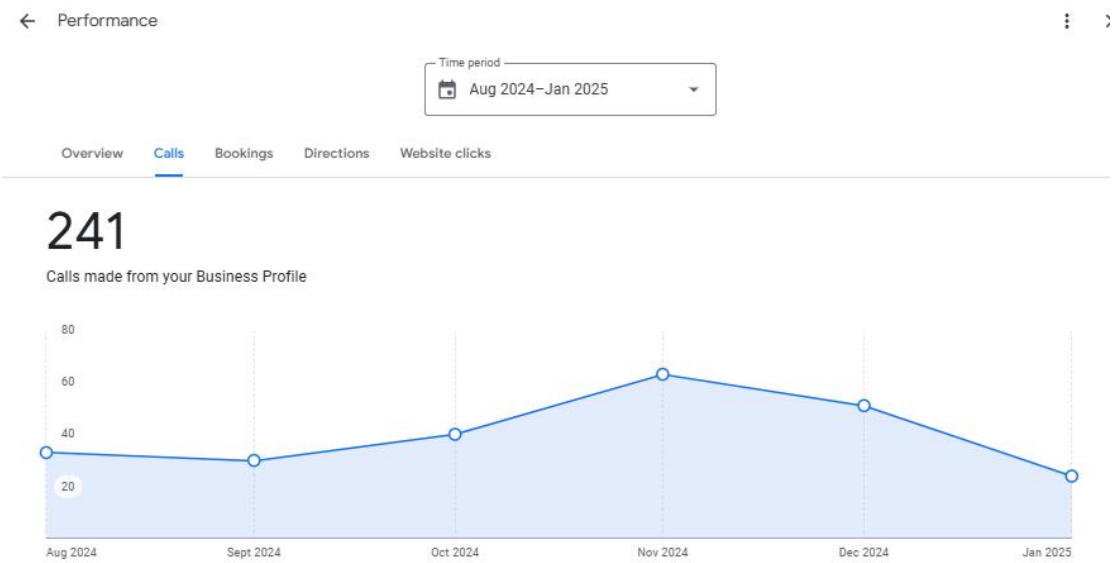
1. Surge in Patient Calls & Bookings

- 800+ calls per month generated through the GMB profile.
- 40% increase in hair transplant consultations within six months.
- 30% higher walk-in inquiries from local searches.

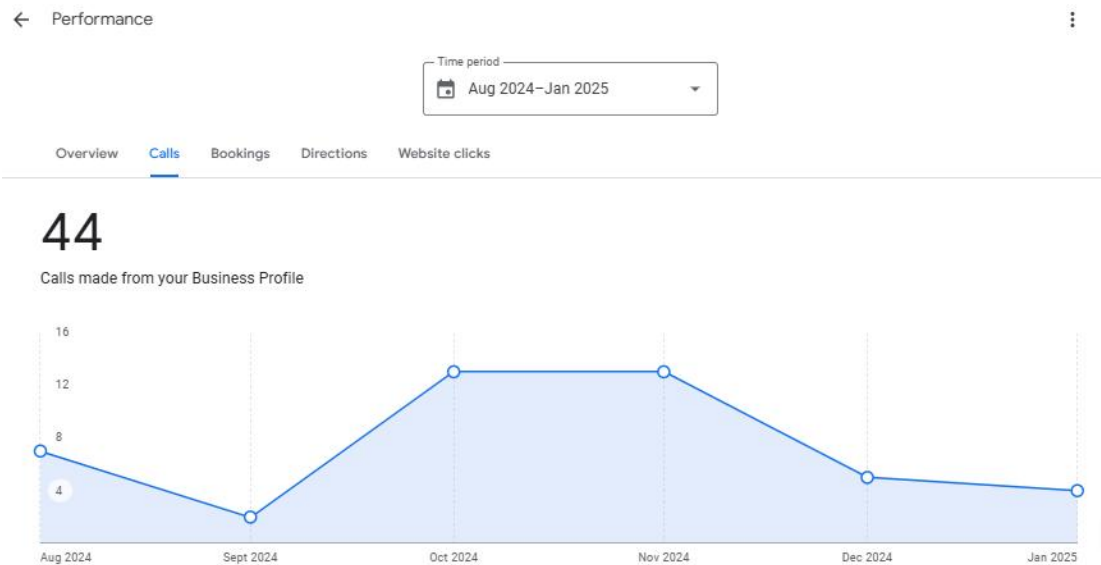
Calls Data from Manchester Branch



Calls Data from the London Branch



Calls Data from Leeds Branch

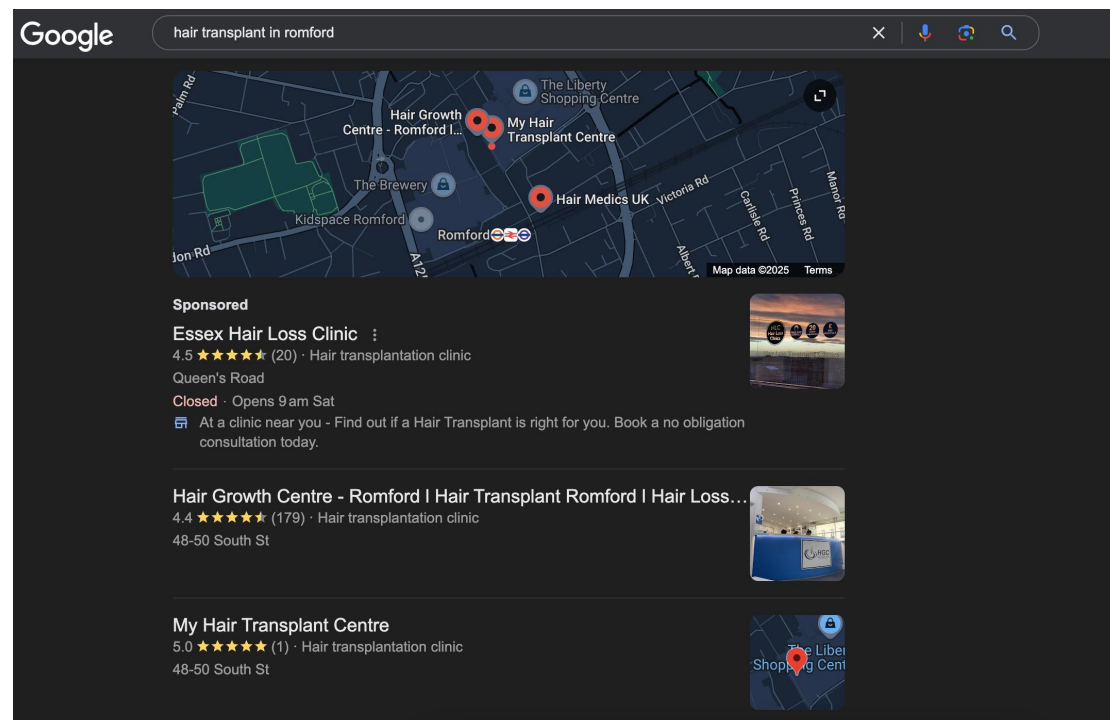


2. Dominating Local Search Rankings

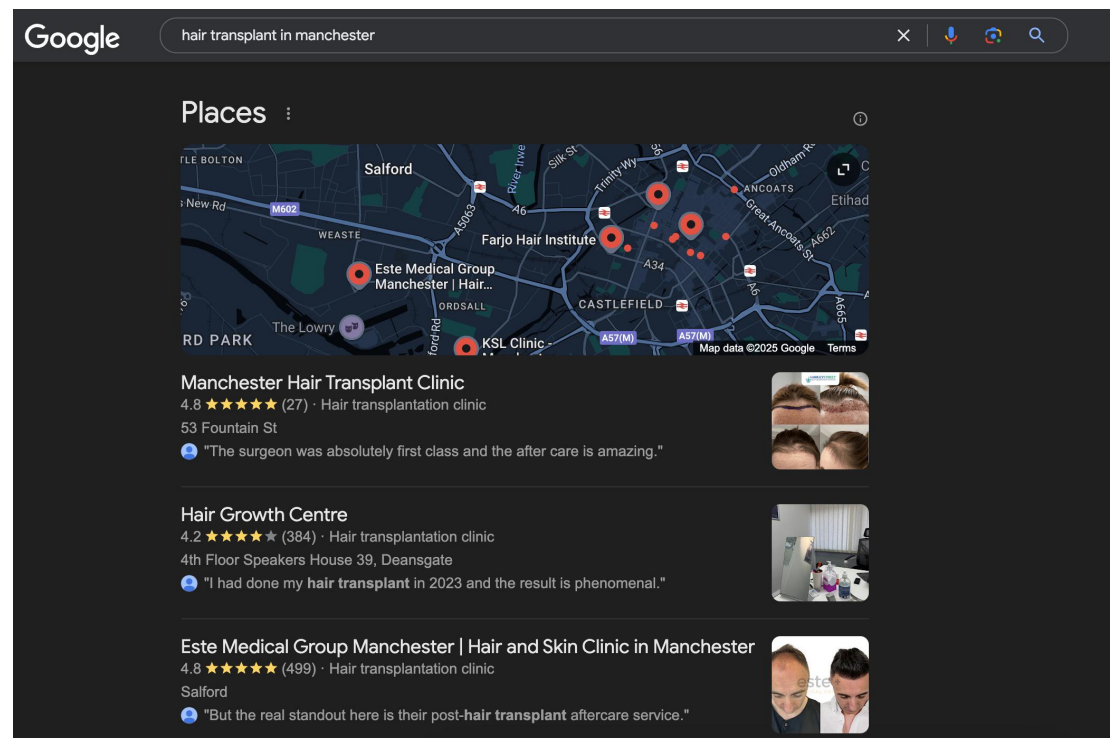
- Ranked **#1 on Google Maps** for:
 - **“Best hair transplant in London”**
 - **“Hair loss clinic near me”**
 - **“PRP hair treatment UK”**
- **60% increase in GMB profile views**, leading to more appointment bookings.

Keyword	Ranking
hair transplant in romford	1
hair transplant romford	1
hair clinic birmingham	1
best hair transplant birmingham	1
hair restoration manchester	5
best hair transplant manchester	3
hair transplant in leeds	1
hair replacement leeds	1
Hair Transplant London	2
best hair transplant clinic london	1
hair clinic bromley	6
hair transplant bromley	7

Hair Transplant in Mumford #2



Hair Transplant in Manchester #2



3. Boost in Online Reputation & Credibility

- **500+ patient reviews** across multiple locations.

- Improved **Google ratings**.
 - Increased **social proof through patient testimonials and success stories**.
-

Key Takeaways

- **Optimizing GMB for Local SEO Works:** GMB improvements significantly increased local visibility and **patient inquiries**.
 - **Review Management is Essential:** More **positive reviews led to higher trust and credibility**, directly impacting conversion rates.
 - **Consistent GMB Updates Drive Engagement:** Weekly posts and success stories boosted engagement and **drove more bookings**.
 - **Call Tracking Provides Actionable Insights:** Analyzing call volumes and **search queries** helped fine-tune marketing strategies.
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Client Testimonial

"Dr Rafiq and his team were brilliant, knowledgeable, and reassuring. The procedure is a total success and I have had regular contact throughout the process. They were all so friendly, and I was very nervous. Dr Rafiq recommended the PRP which has helped with more growth and I've just been told I'm ahead of schedule! I would recommend Dr Rafiq and his team to all my friends"

– **Jack M.**
