SOCIOSQUARES

Case Study

Strategic SEO • Doctors of New York • Sept 2025 - Mar 2026

# 1,700% More Website Clicks. A Google Business Profile That Became a Patient Acquisition Engine.

CLIENT : Doctors Of New York

DOCTORS OF NEW YORK QUEENS 세브란스 병원

THE CHALLENGE

## The Visibility problem.

Doctors of New York, a multi-specialty medical practice serving patients across New York, had a visibility problem.

While they provided excellent patient care across multiple specialties, potential patients searching for medical services in their area weren't finding them. Their Google Business Profile existed, but it wasn't working as a patient acquisition channel.

For a practice trying to grow patient volume, these numbers represented missed opportunities. Every day, hundreds of New Yorkers were searching for doctors, specialists, and medical care. Doctors of New York wasn't appearing when it mattered most.

The numbers told the story:

**September 2025 (Baseline Performance):**

- 3 website clicks per month from Google Business Profile.
- 42 organic visitors to their website
- 65 total GBP actions (calls, clicks, directions combined)
- Limited map pack visibility for key medical search terms




AWARENESS TO ACTION

## The Opportunity

The medical services market in New York is intensely competitive. Patients have countless options when choosing healthcare providers, and their first stop is almost always Google.

When someone searches "doctor near me" or "[specialty] New York," they're looking at the map pack results. They're clicking on practice websites to verify credentials, read reviews, and understand services offered.

Doctors of New York needed their Google Business Profile to do three things:




The challenge wasn't generating awareness. It was converting awareness into action.

## The Strategy

We developed a comprehensive Google Business Profile optimization strategy focused on visibility, engagement, and conversion.
















## The Results

The Google Business Profile optimization strategy delivered measurable growth across every patient acquisition metric.

BREAKTHROUGH METRIC

**+1,700%**

**Website Clicks**

Sept 2025: 3 → March 2026: 54 clicks

This meant patients weren't just seeing Doctors of New York in search results. They were actively clicking through to learn more, verify services, and initiate contact.

| +374% GROWTH | +297% GROWTH | +171% GROWTH |
|---|---|---|
| **199** Organic Visitors | **357** Total Site Visits | **176** GBP Direct Calls |
| Sept 2025: 42 → March 2026: 199 | Sept 2025: 90 → March 2026: 357 | Sept 2025: 65 → March 2026: 176 |

| +324% GROWTH | TOP 10 MAP PACK |
|---|---|
| **89** Direction Requests | **14** Map Pack Keywords |
| Sept 2025: 21 → March 2026: 89 | 4 in Top 3 \| 10 in Pos 4-10 |

**ORGANIC TRAFFIC GROWTH**

The combination of improved map pack visibility and stronger website authority drove nearly **5x growth** in organic patient discovery.

**TOTAL TRAFFIC EXPANSION**

The website transformed from barely **100 visits monthly to over 350**, creating a much larger patient acquisition funnel.

**GBP CALL VOLUME**

More patients were **calling directly from the Google Business Profile**, bypassing the website entirely to schedule appointments or ask questions.

**DIRECTION REQUESTS**

Patients were actively seeking directions to visit Doctors of New York, indicating **high-intent appointment scheduling.**

### Map Pack Rankings

Visibility Transformation:

The practice achieved strong map pack visibility for key medical searches in New York:

For searches like "doctor near me," "[specialty] New York," and "medical practice [neighborhood]," Doctors of New York appeared prominently.

March 2026 Map Pack Performance:

- **4** keywords in Top 3 positions — vs. 2 projected — 100% above target
- **10** keywords in positions 4-10 — vs. 3 projected — 233% above target
- **14** keywords total in Top 10 map pack positions

### Organic Search Rankings

Organic Visibility Growth:

March 2026 Organic Performance:

- **5** keywords in Top 10 organic positions (vs. 2 projected, 150% above target)
- **5** keywords in positions 11-20
- Reduced invisible keywords from **6 to 5**

1-10 TOP 10 POSITIONS
11-20 POSITIONS 11-20
21+ BELOW 20

### Exceeding Projections

The Google Business Profile optimization strategy delivered measurable growth across every patient acquisition metric.

This pattern of beating targets suggested the optimization strategy was more effective than initial modeling anticipated.

Consistent Outperformance:

- Map pack Top 3: **100%** above projection — 100% above projection
- Map pack Top 10: **233%** above projection — 233% above projection
- Organic Top 10: **150%** above projection — 150% above projection

## What This Means for Medical Practices?

Doctors of New York's transformation from 3 to 54 monthly website clicks demonstrates what's possible when Google Business Profile is treated as a strategic patient acquisition channel rather than a static listing.




The GBP Multiplier Effect

When multiple GBP metrics improve simultaneously, the compound effect is dramatic:

For Doctors of New York, this multiplier effect turned GBP from a minor traffic source into their primary patient acquisition engine.

## Why Website Clicks Matter More Than Calls

While call volume **increased 171%, website clicks grew 1,700%.** This difference reveals an important patient behavior pattern:

Modern patients research before contacting. They want to:

- Verify doctor credentials
- Understand specialties offered
- Check insurance acceptance
- Read patient testimonials
- See office photos and environment

The 1,700% growth in website clicks meant Doctors of New York was now capturing these research-phase patients, who later convert to appointments through multiple channels (calls, forms, walk-ins).

### The Direction Request Signal

**324%**

The 324% increase in direction requests is a leading indicator of appointment intent. Patients don't request directions unless they're planning to visit.

This metric suggested that Doctors of New York wasn't just generating awareness. They were generating high-intent patients ready to make appointments.

### Medical Practice Considerations

For healthcare providers, Google Business Profile optimization requires specific considerations:

- **HIPAA Compliance:** All patient review responses and communications must maintain privacy standards.
- **Credential Verification:** Medical licenses, board certifications, and specialties must be accurately represented.
- **Insurance Transparency:** Clear insurance acceptance information reduces low-fit patient inquiries.
- **Accessibility:** Medical practices serve diverse patient populations requiring accessible information and facilities.

Doctors of New York's strategy accounted for all these factors while driving patient acquisition growth.

## Key Takeaways

**For Medical Practices and Healthcare Providers:**

- Google Business Profile can be a primary patient acquisition channel, not just a directory listing
- Website clicks from GBP indicate research-phase patients who later convert
- Consistent GBP posting and engagement signals active practice status
- Direction requests are leading indicators of appointment scheduling
- Multiple optimizations (reviews, photos, Q&A) create compound growth effects

**For Local Service Businesses:**

- Small baseline metrics (3 website clicks) can explode with proper optimization
- Exceeding projections by 100-200% is achievable with comprehensive strategies
- Mobile optimization matters since most local searches happen on phones
- Map pack visibility drives traffic regardless of organic ranking strength
- Patient/customer journey often includes website research before contact

### Core Principle:

Google Business Profile isn't a set-it-and-forget-it listing. It's an active patient acquisition channel requiring strategic optimization, consistent engagement, and conversion-focused execution.

When treated as a growth engine rather than a directory entry, GBP can deliver **1,700%** growth in high-intent website traffic.

WANT THE SAME FOR YOUR BUSINESS?

## Ready to Turn Your GBP Into a Patient Acquisition Engine?

Doctors of New York's transformation from 3 to 54 monthly website clicks demonstrates what's possible when Google Business Profile optimization operates at a strategic level.
The question isn't whether GBP can drive patient acquisition. The question is whether your practice is optimizing it as a priority channel.

If you're ready to transform your Google Business Profile from a static listing into a growth engine, comprehensive optimization across visibility, engagement, and conversion can deliver measurable results.

**Let's discuss** how strategic GBP optimization can accelerate your patient acquisition, engagement, and conversion can deliver measurable results.

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