

Case Study for Abinaya Optical Center

Industry: Optical Industry **Specialization:** Eyewear **Branding:** Abinaya Optical Center

Achieved Result: Increased Customer Interactions by 2X in 3 Months

About The Client

Abinaya Optical Center is the leading eye **opticals in Madurai**. They specialized in providing branded and stylish eye glasses, sunglasses, contact lenses, and frames for all ages of people. Abinaya Optical Center, the primary dealers of Eye Optical, Frames, Lenses and Sun Glasses in Madurai. They deal with top brands such as ESSILOR, ZEISS, & HOYA etc

The Challenge

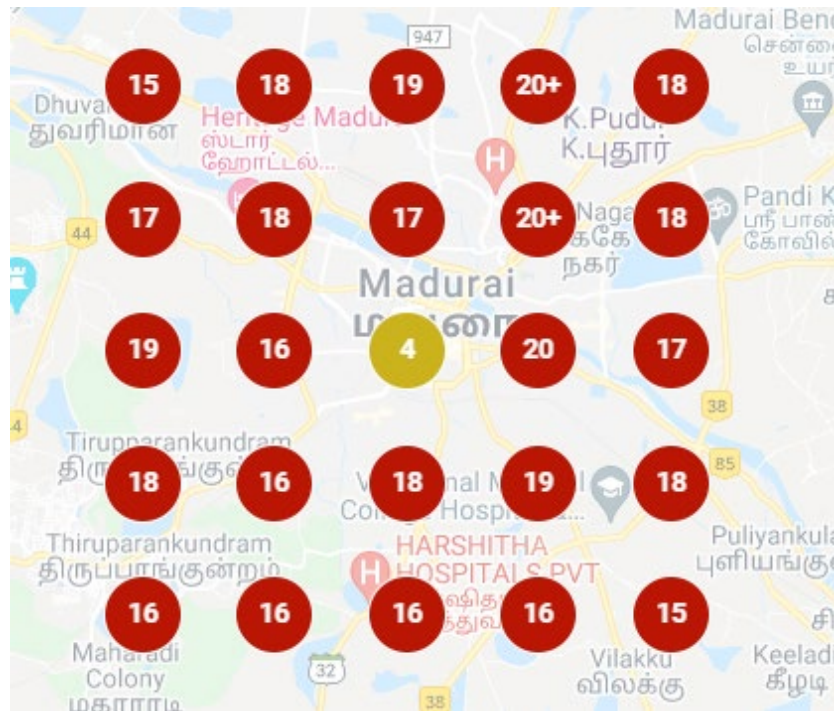
Abinaya Optical Center wanted to increase the walk-in customers, and long term customers. Also their primary focus was developing their brand awareness and improving their local online presence in search engine results. Their Google My Business page was not optimized initially. As a result, their business page faced a huge loss number of direct visitors. For this reason, they approached us with the main objective of improving visitors on regular basis.

Our Strategy

- Initially, we analyzed their potential competitors to determine keywords new opportunities and trends in a particular industry.
- We've re-optimize the Abinaya Optical Center Google My Business Page
- By re-optimizing their GMB Page, we framed the Local SEO strategy that aims to bring many customers to Abinaya Optical Center.
- Local SEO by optimizing website with geo terms (e.g. Name, address, phone number).
- Local business listings & classifieds for local search results

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On Day 1 of their Business listing, the Keyword Rankings are also found to in middle and average ratings for them. Like, they get positioned in above 10 in Google Listings.



Day 1 – Keyword position on Grid View

Thus, as we have analysed our basic research on how their business profile is performing and what type of strategies to be implemented for them, we started to work for them.

Our Solutions

In this case, we optimized their Google My Business listings with Geo terms such as Name, address, and phone number. At the same time, **we has been submitted their business on niche-based profile creation** websites. It helps to improved their local search results. Though, expanding their local directory listing, Abinaya Optical Center reached the new target audiences that they had not reached before.

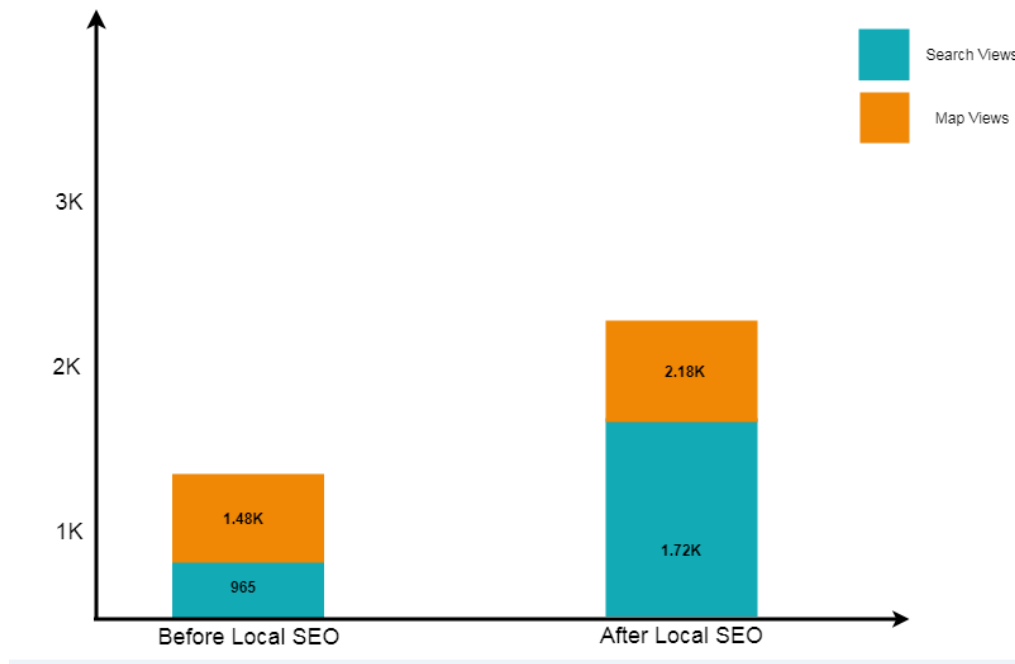
We analysed the competitor's research and also analysed their strategies to determine the particular terms using **keyword planner tool** that the potential customer would use to identify their service when searching in Google. We optimized Abinaya Optical Center existing business listing by filling in all the business information and making sure it's up-to-date. We added regular Google post to the listing. We know the importance of responding to the Customer reviews that we obtain. Further, we track to measure our results through the GMB Insights

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Take Away

Through our dedicated Local SEO services, we increased their **2X Customer Interactions** and local visitors to their optical store.

Thus, you can see **the gradual rise of their local business listings** in below graph for the **3 months, (90 Days)**. Their past-stage of Business growth vs. present growth of their business listings.

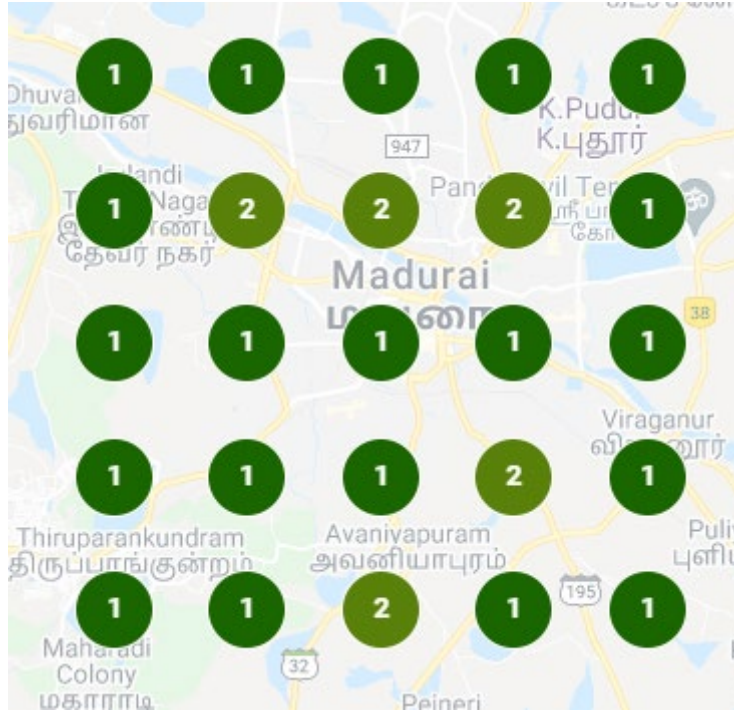


GMB Search Views – It is found that, Abinaya Optical Center tend to get an average search of 1.72K per month on Google search views & 2.18K of Google map views of business listings.

Also, their Keyword ranking also keep forwarding on their positions from their original rankings.

Thus, their keyword ranking tends to getting gradual rise in forward positions **on Day 90**, can be seen in the below image.

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Day 90 – Keyword position In Grid View

It can be seen that, their business get positioned in top rankings for their keywords being searched for Google.

Conclusion

- As a result, when they tend to get **average Customer Interactions of 10-15**, After our result oriented strategies, we can see they **increase to average Customer Interactions of 50-70 per quarter**.
- Also, this increase reflects in in **2X increasing of Customer Interactions** in their business.
- So, thus, we followed our best and result oriented strategies, which have resulted in the expected output of increasing their branding and business conversions for them.
- Within 6 Months, we tend to reach customer interactions by 5X.
