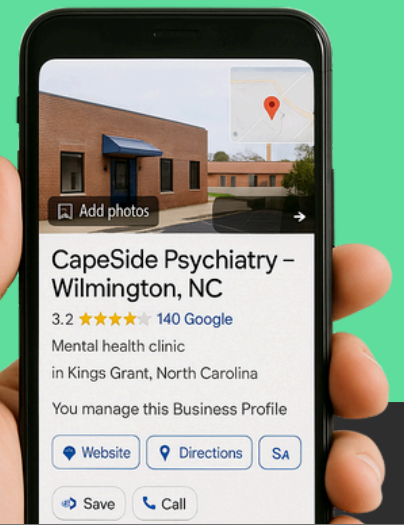


GOOGLE BUSINESS OPTIMIZATION

CASE STUDY

How We Helped a Growing Psychiatry Practice Boost Visibility



Objectives

Capeside Psychiatry, a growing mental health practice, sought to improve its local visibility and engagement through optimization of its Google Business Profiles. With the aim of attracting more patients in Jacksonville and Wilmington, the practice partnered with our team to implement a strategic approach to online presence management.

Solutions

Since February 2025, we have implemented weekly management of Capeside Psychiatry's Google listings, including:

- Responding to patient reviews
- Updating FAQs
- Uploading new images
- Posting relevant social media updates

Results

Jacksonville, NC Location

- Primary Actions:
 - Before (Oct–Dec 2024): 380
 - After (Feb–Apr 2025): 525
 - Growth: **38% increase**
- Profile Views:
 - Before (Oct–Dec 2024): 1,200
 - After (Feb–Apr 2025): 1,900
 - Growth: **58% increase**

Wilmington, NC Location

- Primary Actions:
 - Before (Oct–Dec 2024): 1,200
 - After (Feb–Apr 2025): 1,400
 - Growth: **17% increase**
- Profile Views:
 - Before (Nov– 2024): 3,060
 - After (Feb–Apr 2025): 5,000
 - Growth: **63% increase**

Highlights

Blue Ridge Creative Marketing was able to:

- **Supercharge User Engagement:** Regular review responses and FAQ updates boosted user interactions, turning Capeside Psychiatry's profiles into highly active online hubs.
- **Drive Traffic to Website:** Strategic image uploads and social updates through Google Listings led to a 100% surge in link clicks, funneling more visitors to the website.
- **Build Trust & Credibility:** Frequent, thoughtful review responses strengthened Capeside Psychiatry's reputation, directly improving profile ratings and local trust.
- **Explode Profile Views:** Ongoing listing optimization resulted in 58% more views for Jacksonville and 63% for Wilmington—showing skyrocketing interest and engagement.