

Clicks To Conversions: Turning Service Demand into Business Revenue

Presented By **Saam Ali**, CEO @ Pharmacy Mentor & **Mark Hopkins**, MD @ Hopwoods Pharmacy

The Pharmacy Business Conference

Hilton London Wembley

28th April 2024

82.8% of all patients used a search engine to find a healthcare provider

2023

[Digitalis - Healthcare SEO](#)

What are the other 17.2% of people doing??



**Patients start with Google
to find you & your services**

“pharmacy near me”

550,000 monthly searches



Ear Wax
Microsuction



Weight
Management



Travel
Health Clinic



Search

Keyword Magic Tool

Keyword Research course

User manual

Send feedback

ear wax removal

Currency: GBP



SEM RUSH

(1 of 13,464)

Broad Match | Phrase Match | Exact Match | Related | Languages

CPC (GBP) | include keywords | Exclude keywords | Advanced filters

All keywords: 13,464 Total volume: 370,850 Average KD: 30 Metrics: 4/250 Manage columns: 7/10 Export

“ear wax removal”

49,500 monthly searches



pharmacy mentor

Keyword	Intent	Volume	KD %	CPC (GBP)	SERP Features	Updated
ear wax removal	I	49,500	52	0.92		This week
ear wax removal near me	L	18,100	48	1.05		This week
specsavers ear wax removal	N	12,100	41	4.09		This week
boots ear wax removal	I	8,100	38	0.80		This week
ear wax removal kit	I	5,400	22	0.43		This week
microsuction ear wax removal	I	5,400	56	1.30		This week
how to remove stubborn ear wax at home	I	4,400	77	0.49		This week
ear wax removal boots	I	3,600	37	0.80		This week
how to remove ear wax blockage fast	I	2,900	77	0.61		This week
ear wax removal	I	2,900	59	0.92		This week

(1 of 11,148)

Broad Match Phrase Match Exact Match Related Languages **GBP**

“wegovy”
“wegovy uk”

“mounjaro”
“mounjaro uk”

All keywords: 13,464 Total volume

Add to keyword list Columns 7/10 Export

Keyword	Intent	Volume	KD %	CPC (GBP)	SERP Features	Updated
ear wax removal	C	107,000	40	0.80		This week
ear wax removal near me	T	33,100	40	1.03		This week
specsavers ear wax removal	N T	12,100	40	0.80		This week
boots ear wax removal	I	8,100	38	0.80		This week
ear wax removal kit	I	5,400	22	0.80		This week
microsuction ear wax removal	I	5,400	56	1.30		This week
how to remove stubborn ear wax at home	I	4,400	77	0.49		This week
ear wax removal boots	I N	3,600	37	0.80		This week
how to remove ear wax blockage fast	I	3,600	77	0.61		This week
ear wax remover	C	2,900	59	0.92		This week

107,000 monthly searches

12,500 monthly searches



(1 of 13,034)

Broad Match Phrase Match Exact Match Related Languages

“travel clinic near me” Average KD: 30%

“yellow fever vaccine”

“boots travel vaccinations”

5,400 monthly searches

3,300 monthly searches

6,600 monthly searches



*“travel clinic
near me”*

*“can I get antibiotics from
the pharmacy”*

*“blood testing
service”*

“treat uti pharmacy”

“rabies vaccine”

**100,000's of relevant
searches per month**

“insect bite”

“hair loss”

*“pharmacy
first”*

*“pharmacist
prescriber”*

*“covid jab
near me”*

*“specsavers ear
wax removal”*

Content is KING 

Top 4 Tools in Generating New Clinic Business



**SEARCH ENGINE
OPTIMISATION**



**PHARMACY
WEBSITE**

- Organic Social
- Paid Social
- Email Marketing
- SMS Marketing



**GOOGLE
PROFILE**



**GOOGLE
ADS**

- Apps
- TV Displays
- Leaflet Drops
- Affiliation



The Journey

1. The Search



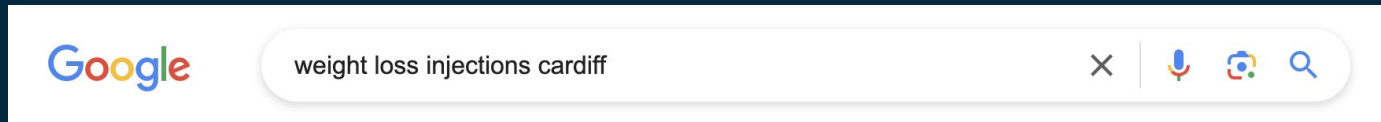
Google Search



Google Maps



“weight loss injections” - **60,500** monthly searches (Nationally)
“weight loss clinic” - **720** monthly searches (Nationally)



2. Research & Consideration

The image shows a Google search interface for the query "weight loss injection cardiff". The search results include two sponsored listings and a text snippet. A large green arrow points from the right side of the page towards the text snippet.

Sponsored

drfranks.co.uk
https://www.drfranks.co.uk

Weekly Weight Loss Injections - £65 Off For Limited Time Only
Dr Frank's Science Backed **Weight Loss Injection** Treatment With Dedicated Support Always. Join 1000s Of Motivated Clients Who Trust In Dr Frank's **Weight Loss** Treatment Programme.
Deal: £65 off your first order

Sponsored

Bupa UK
https://www.bupa.co.uk

Bupa Weight Loss Plans | Weight Loss Injections
Book A GP Consultation Today To see If **Weight Loss Injections** Are Right For You. Bupa...

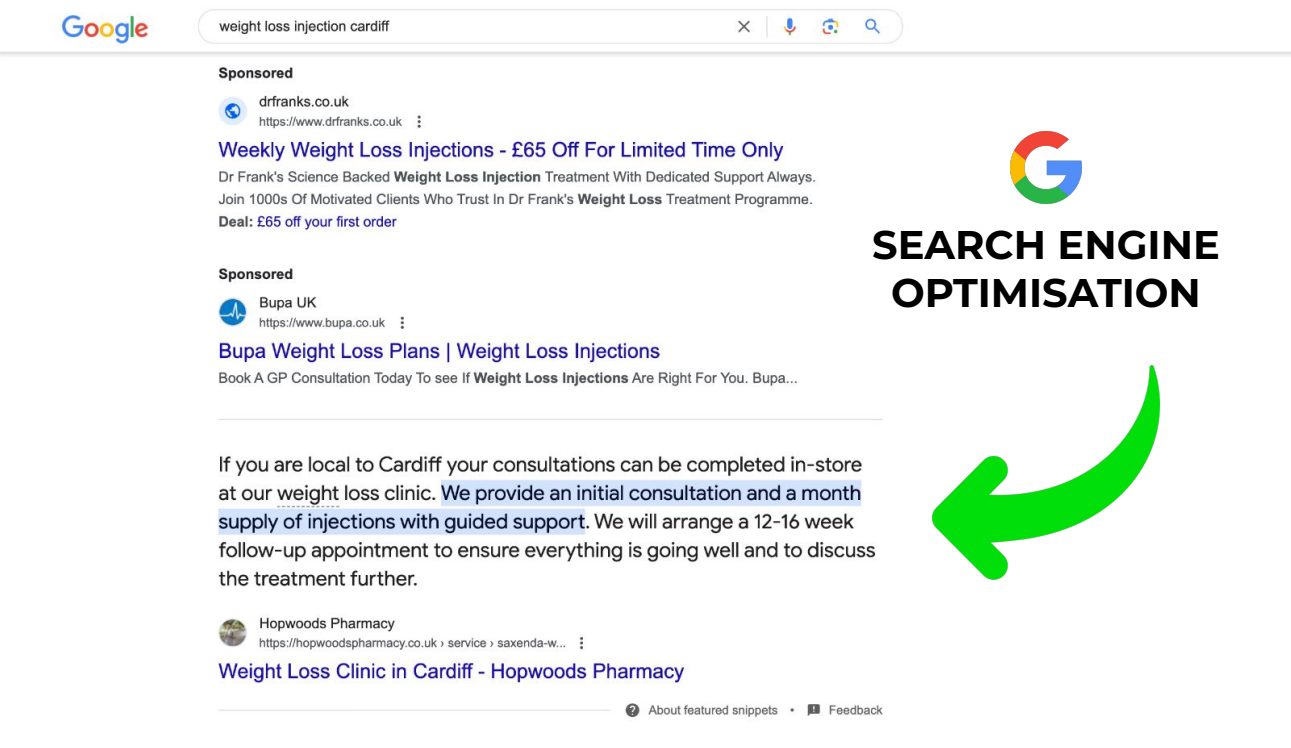
If you are local to Cardiff your consultations can be completed in-store at our **weight loss clinic**. We provide an initial consultation and a month supply of injections with guided support. We will arrange a 12-16 week follow-up appointment to ensure everything is going well and to discuss the treatment further.

Hopwoods Pharmacy
https://hopwoodspharmacy.co.uk › service › saxenda-w...

Weight Loss Clinic in Cardiff - Hopwoods Pharmacy

About featured snippets • Feedback

2. Research & Consideration



The image shows a Google search results page for the query "weight loss injection cardiff". The search bar at the top contains the text "weight loss injection cardiff". Below the search bar, there are two sponsored results. The first is from "drfranks.co.uk" with the headline "Weekly Weight Loss Injections - £65 Off For Limited Time Only". The second is from "Bupa UK" with the headline "Bupa Weight Loss Plans | Weight Loss Injections". Below these, there is a text snippet: "If you are local to Cardiff your consultations can be completed in-store at our weight loss clinic. We provide an initial consultation and a month supply of injections with guided support. We will arrange a 12-16 week follow-up appointment to ensure everything is going well and to discuss the treatment further." Below this snippet is another sponsored result from "Hopwoods Pharmacy" with the headline "Weight Loss Clinic in Cardiff - Hopwoods Pharmacy". To the right of the search results, there is a large green arrow pointing left towards the text "SEARCH ENGINE OPTIMISATION".

Google

weight loss injection cardiff

Sponsored

drfranks.co.uk
https://www.drfranks.co.uk

Weekly Weight Loss Injections - £65 Off For Limited Time Only

Dr Frank's Science Backed **Weight Loss Injection** Treatment With Dedicated Support Always. Join 1000s Of Motivated Clients Who Trust In Dr Frank's **Weight Loss** Treatment Programme.
Deal: £65 off your first order

Sponsored

Bupa UK
https://www.bupa.co.uk

Bupa Weight Loss Plans | Weight Loss Injections

Book A GP Consultation Today To see If **Weight Loss Injections** Are Right For You. Bupa...

If you are local to Cardiff your consultations can be completed in-store at our **weight loss clinic**. We provide an initial consultation and a month supply of injections with guided support. We will arrange a 12-16 week follow-up appointment to ensure everything is going well and to discuss the treatment further.

Hopwoods Pharmacy
https://hopwoodspharmacy.co.uk › service › saxenda-w...

Weight Loss Clinic in Cardiff - Hopwoods Pharmacy

About featured snippets • Feedback

SEARCH ENGINE OPTIMISATION

2. Research & Consideration

Last 28 days

Top queries	↓ Clicks	Impressions
hopwoods pharmacy	234	1,233
hopwoods	163	1,118
hopwoods pharmacy appointment	102	122
hopwoods pharmacy cardiff	60	414
hopwood pharmacy	56	319
weight loss injections cardiff	31	199
hayfever injection cardiff	24	124
llanedeyrn pharmacy	22	152
hopwoods chemist	18	115
hopwoods pharmacy llanedeyrn	17	115

weight loss injections cardiff

31 website clicks



2. Research & Consideration

Last 84 days

tadalafil 5mg

386

108,932

“tadalafil 5mg” - 386 clicks

boots ear wax removal

161

21,085

“boots ear wax removal” - 161 clicks

allergy testing edinburgh

136

582

“allergy testing edinburgh” - 136 clicks

3. Experience & Conversion

Mounjaro Cost (weekly injection).



Initial consult + 1 monthly pen - £220

[Mounjaro Information Leaflet](#)

Contact us for more information or [book an appointment](#) with our pharmacist today!

[Book Now](#)

[Contact Us](#)

Getting patients to
[book an appointment](#)
or call the pharmacy

Hopwoods Pharmacy, Travel & Pain Clinic
4.8 ★★★★★ 144 Google reviews ⓘ ⓘ
Pharmacy in Llanedeyrn, Wales

[Website](#) [Directions](#) [Save](#) [Call](#)

Located in: Lewis Court Shopping Centre
Address: unit 2, Lewis Court, Maelfa Rd, Llanedeyrn, Cardiff CF23 9PL
Hours: Closed · Opens 9 am Mon ▾
Updated by phone call 2 weeks ago
Phone: 029 2073 1179

[Suggest an edit](#) · [Own this business?](#)

Order: hopwoodspharmacy.co.uk [Providers](#) ⓘ

Questions & Answers
[See all questions \(7\)](#) [Ask a question](#)



Search Engine
Optimisation



Google
Ads



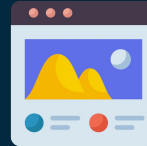
1



2



3



Pharmacy
Website



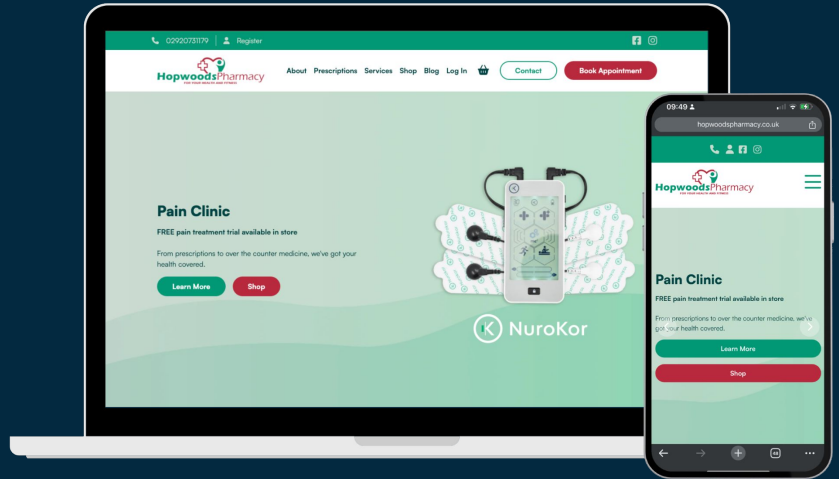
Google
Profile



Walk-in, call, book, purchase

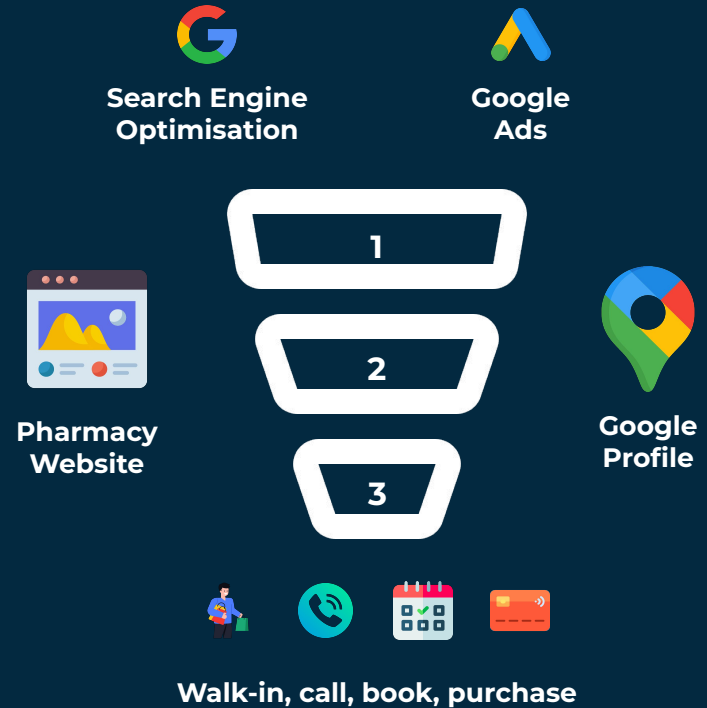
Some Q's I asked Mark...

1. What challenges did you face before our digital transformation?
2. How was your pharmacy's digital presence before the evolution?
3. What are the main components of our implemented ecosystem?
4. What impact has this had on your business? Can you share a success story?
5. How have customer acquisition and retention improved?
6. What advice can you give to others?
7. Which service do you see with the most potential?



Summary

- Online ecosystem **just as important** as physical premises
- **Target keywords** to capitalise on clinical service demand
- **SEO, Google Ads, Website & Google Profile** are four key tools/tactics to invest in



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Drive Clinical Growth**

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Scan Me!





THANK YOU!

For more free advice on how to grow your pharmacy, be sure to check out our website (www.pharmacymentor.com) and follow us on Social!



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