WhiteLinko

LOCAL SEO CASE STUDY

8,227

Google profile actions.
5,890 clicks to the site.

Six months of steady local demand for a Zürich clinic. How WhiteLinko rebuilt the clinic's homepage, service pages and location pages for Google, answer engines and AI search, using 100% organic work.

8,227
Business Profile interactions · May–Oct 2026*

5,890
Website clicks from the profile · **72%** of all interactions

8.18K
Organic Google clicks · 247K impressions (~3 months)

WHAT MOVED THE NEEDLE

- 01 · Sectioned homepage
- 02 · Headline + hook
- 03 · Researched service titles
- 04 · Programmatic location pages
- 05 · Content funnel
- 06 · Reviews + E-E-A-T
- 07 · SEO + AEO + GEO
- 08 · Organic social graphics

≈1,370	247K	3.3%	12.1
interactions / month (avg.)	Google impressions	average CTR	avg. Google position

**Oct 2026 is a partial month (data up to ~18 Oct). Averages and the 72% share are calculated from the dashboard totals.*

CLIENT	LOCATION	INDUSTRY	WORK
Aesthetic Clinic in Zurich	Zürich (CH)	Aesthetic medicine	SEO · AEO · GEO

RESULTS SNAPSHOT

The numbers, straight from the dashboards

Every figure below comes from the clinic's Google Business Profile and Google Search Console. Where we calculated something, it says so.

GOOGLE BUSINESS PROFILE · MAY 2026 – OCT 2026 (OCT PARTIAL)

PROFILE INTERACTIONS	WEBSITE CLICKS	CLICK SHARE	MONTHLY AVERAGE
8,227	**5,890**	**72%**	**≈1,370**
calls, bookings, directions, clicks	made from the profile	calculated: 5,890 ÷ 8,227	calculated: 8,227 ÷ 6 months

GOOGLE SEARCH CONSOLE · ~3 MONTHS, DAILY (DATES NOT SHOWN IN SCREENSHOT)

TOTAL CLICKS	IMPRESSIONS	AVERAGE CTR	AVG. POSITION
8.18K	**247K**	**3.3%**	**12.1**
organic, from Google	times shown in Google	across the period	across the period

THE CHALLENGE

A central Zürich clinic with a homepage that didn't sell it

The clinic offers minimally invasive aesthetic medicine in the centre of Zürich: hyaluronic acid fillers, muscle-relaxant wrinkle treatments, skin boosters, PRP, infusion therapy and fat-dissolving injections, across 30+ treatment pages.

Patients compare clinics on trust, results and location before they book. The site had to answer those questions, rank for the searches behind them and turn the visit into a consultation booking. We did it with organic search and organic social work.

WHAT WE FOUND

- ✕ The homepage was **one paragraph**, with no structure to scan
- ✕ Service names didn't match **how patients search** (treatment + Zürich)
- ✕ No pages for the locations patients search, like **Paradeplatz** or **Bahnhofstrasse**
- ✕ No headline or hook to say why this clinic, and no path to *"book a consultation"*
- ✕ Reviews, doctors and credentials weren't shown where patients decide
- ✕ Content wasn't built for answer engines or AI search

READING THESE NUMBERS HONESTLY

- No pre-project baseline was supplied, so this is **not a before-vs-after growth claim**. "Before" in this study means the qualitative state of the site.
- Monthly profile interactions eased from about 1,800 in May, recovered from July to September, and October is a partial month.
- What the data does show: **steady, high-intent local demand**. About 1,370 profile actions a month, 7 in 10 of them clicks to the website, and 8K+ organic clicks in ~3 months.

STRATEGY & ACTION STEPS

Eight organic moves. A site built to be found, trusted and booked.

We treated the homepage, every treatment page and every location page as both a search landing page and a booking page. Here is what we did.

01

One paragraph → a sectioned homepage

Hero, intro, most popular treatments, treatment journey, patient feedback, Google reviews and Instagram, each in its own section.

02

Headline + hook at the top

"Experten für deine natürliche Schönheit" with the hook "Minimalinvasive Behandlungen, sichtbare Ergebnisse" and one clear booking button.

03

Researched service titles + service sections

Treatment pages titled the way patients search (treatment + Zürich) and split into sections: what it is, how it works, benefits, zones, process.

04

Programmatic location pages

One template, repeated for each treatment and location: Paradeplatz, Bahnhofstrasse and Zürich.

05

An on-page content funnel

Content ordered to move a visitor from understanding, to interest, to booking.

06

Reviews + E-E-A-T

Google reviews, patient feedback and named doctors with credentials, placed where patients decide.

07

SEO + AEO + GEO

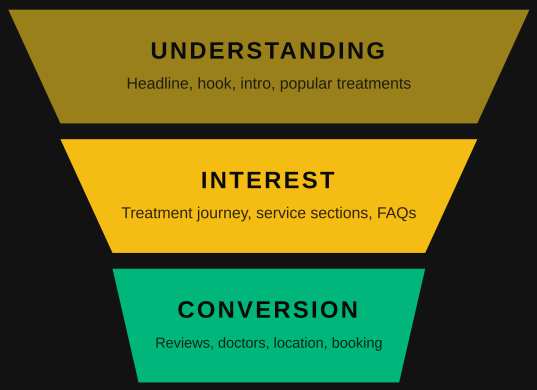
Pages built to rank in Google, to answer questions directly, and to be easy for AI search tools to understand and cite.

08

Organic social graphics

Educational, on-brand graphics for Instagram, also shown on the homepage. Organic work.

THE PATIENT CONTENT FUNNEL



Each section answers the patient's next question. Google gets structured, relevant content to rank. Patients get a clear path to a consultation.

ROLLOUT SEQUENCE

1 · Research
Service names, search terms, locations

2 · Homepage
Sections, headline + hook, funnel

3 · Treatment pages
Researched titles + service sections

4 · Location pages
Programmatic template × treatments × areas

5 · Trust & reach
Reviews, E-E-A-T, AEO/GEO, social graphics

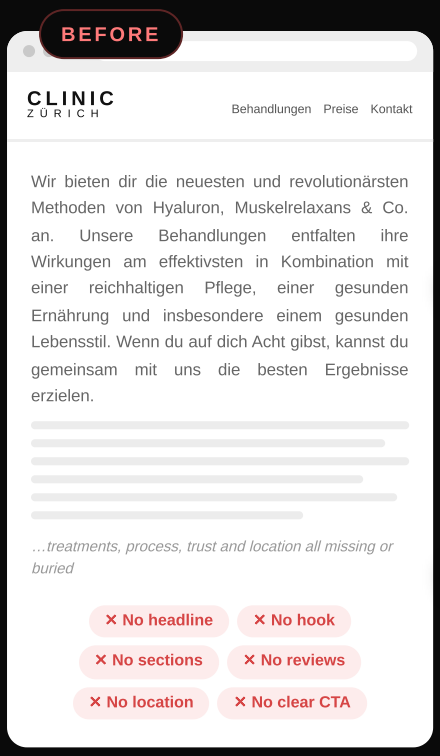
Order of the work. Exact rollout dates aren't part of the source data.

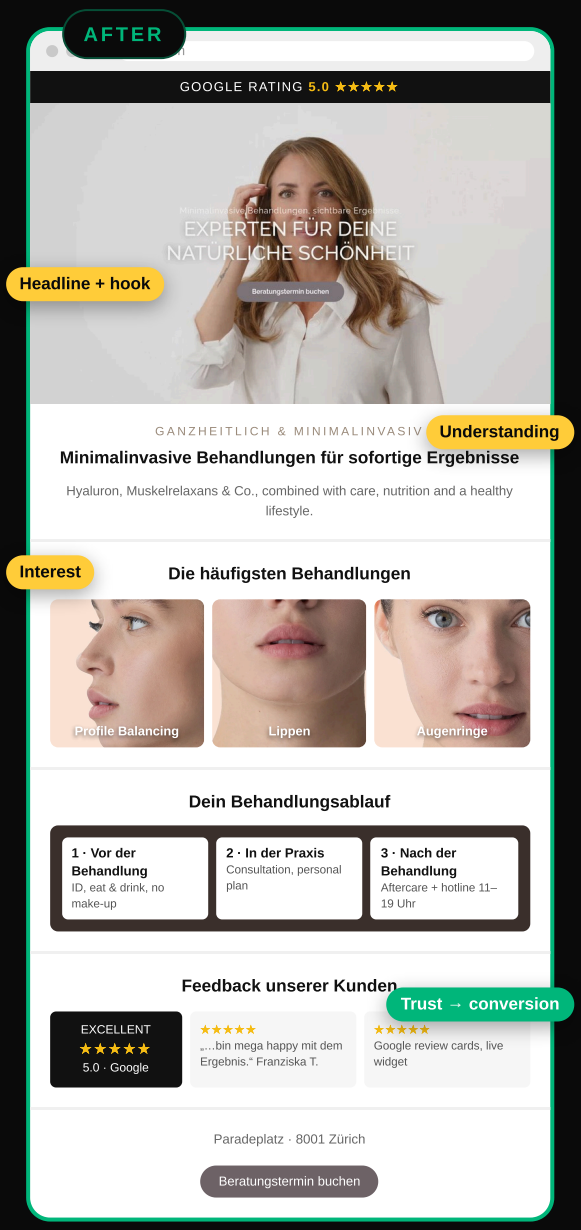
THE GOAL

Turn every homepage, treatment and location visit into a page that ranks in Google, answers the patient's question and ends in a booking.

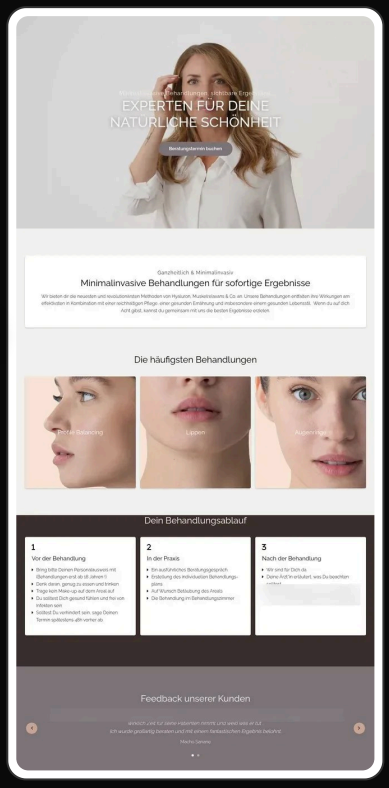
BEFORE VS AFTER · HOMEPAGE

From one paragraph to a homepage that books





PROOF · LIVE HOMEPAGE, OCT 2026



Illustrative mockups recreated for this case study from the clinic's live site imagery and copy. The "before" layout is a schematic of the one-paragraph homepage; the paragraph shown is the clinic's own intro copy. The Google rating and review quote are as displayed on the clinic's site.

SERVICE NAMES → RESEARCHED PAGE TITLES

Right = current live <title> tags on the clinic's site

Augenringe	→	Augenringe behandeln in Zürich Hyaluronsäure - [Clinic]
Natürliche Lippenbehandlung	→	Natürliche Lippenbehandlung Zürich, Schweiz - [Clinic]
Fettwegspritze	→	Fett-weg-Spritze in Zürich Behandlung & Kosten - [Clinic]
Skinbooster	→	Skinbooster Zürich Feuchtigkeit & Hautverjüngung - [Clinic]

LOCATION PAGES · PROGRAMMATIC SEO

One template. Every treatment × every location.

Patients search for a treatment *near where they are*. We built one location-page template and filled it with each treatment and each Zürich location the clinic serves.

LOCATIONS

- Paradeplatz
- Bahnhofstrasse
- Zürich

TREATMENTS

- Hyaluron
- Filler
- Faltenbehandlung
- Lippen
- Augenringe
- …

×

→

LOCATION-PAGE TEMPLATE

- H1 + title: **{Treatment}** am / an der **{Location}**
- Hook: the result patients want, in one line
- What it is · how it works · benefits
- Process: before, in the clinic, after
- Question-led FAQs (AEO)
- Doctors, credentials, Google reviews (E-E-A-T)
- Address: Paradeplatz · CTA: book

→

- paradeplatz-hyaluron-behandlung-fuer-ein-frisches-naturliches-aussehen
  Location × Hyaluron
- bahnhofstrasse-faltenbehandlung-fuer-stirn-augenpartie-bei-[clinic]-zurich
  Location × wrinkle treatment
- paradeplatz-filler-natuerliche-dermal-filler-behandlung-in-zurich
  Location × Filler
- faltenbehandlung-am-paradeplatz-natuerliche-ergebnisse-ohne-maskeneffekt
  Treatment × location

36
live URLs targeting Paradeplatz or Bahnhofstrasse

138
live URLs naming Zürich or a Zürich location

371
URLs in the sitemap, incl. 317 articles

Diagram is illustrative. Example slugs are real (live under the clinic's blog section). Counts were taken from the clinic's XML sitemap on 18 Oct 2026.

THE SEARCH STACK

Built for Google, for answer engines and for AI search

SEO
Be ranked

WHAT WE DID
Researched titles, sectioned homepage and treatment pages, location pages, internal links from homepage to treatments.

WHERE IT SHOWS
"Augenringe behandeln in Zürich Hyaluronsäure", "Skinbooster Zürich …"

AEO
Be the answer

WHAT WE DID
Question-led sections with short, direct answers, plus a dedicated FAQ page.

WHERE IT SHOWS
"Was ist Hyaluronsäure?", "Wie wirken Hyaluron-Filler?", /faqs

GEO
Be cited by AI

WHAT WE DID
One consistent clinic entity (name, address, phone), MedicalClinic structured data, named doctors and reviews.

WHERE IT SHOWS
The medical lead and an aesthetic physician, named on the team page

pSEO
Scale it

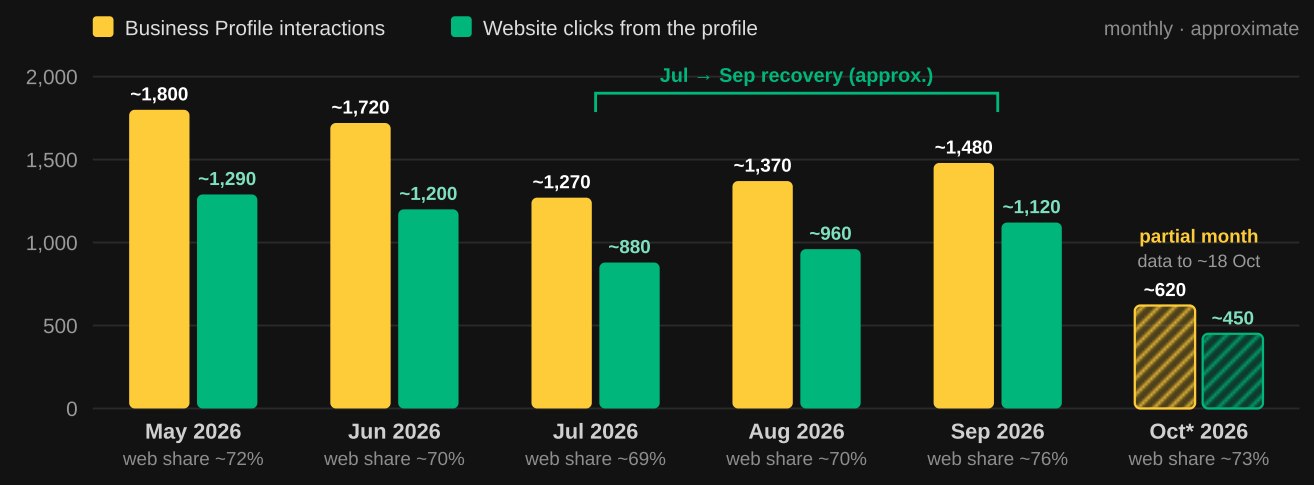
FOUNDATION
Programmatic location pages put all three layers on every treatment × location page.

WHERE IT SHOWS
Paradeplatz and Bahnhofstrasse pages (above)

RESULTS · GOOGLE BUSINESS PROFILE

Steady local demand, and 7 in 10 actions go to the website

From May to October 2026, the clinic's profile drew 8,227 interactions, and 5,890 of them were clicks to the website. Monthly volume eased from May, recovered from July to September, and October holds only ~18 days of data.



Recreated from Google Business Profile Performance charts. Monthly values are approximate, read from the charts; the 8,227 and 5,890 totals are exact. October is a partial month.

WEBSITE-CLICK SHARE

72%

of all profile interactions (calculated)

JUL → SEP RECOVERY

≈ +17%

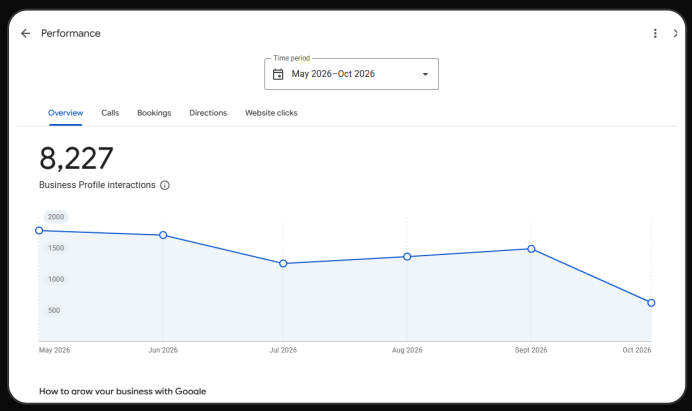
interactions, ~1,270 → ~1,480 (approx.)

JUL → SEP, WEB CLICKS

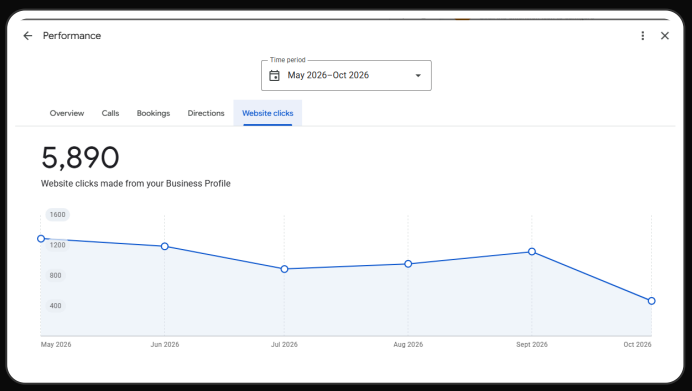
≈ +27%

~880 → ~1,120 (approx.)

PROOF · BUSINESS PROFILE INTERACTIONS



PROOF · WEBSITE CLICKS FROM THE PROFILE



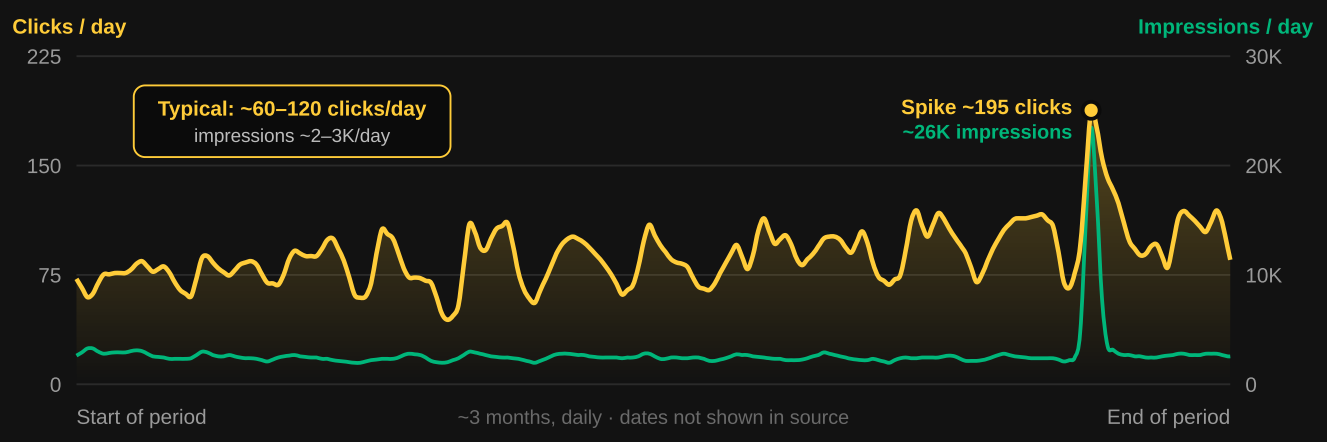
WHY IT MATTERS

When most profile visitors click through to the website, the website has to do the selling. That is why the work focused on the homepage, treatment pages and location pages, not on the profile alone.

RESULTS · GOOGLE SEARCH & TRUST

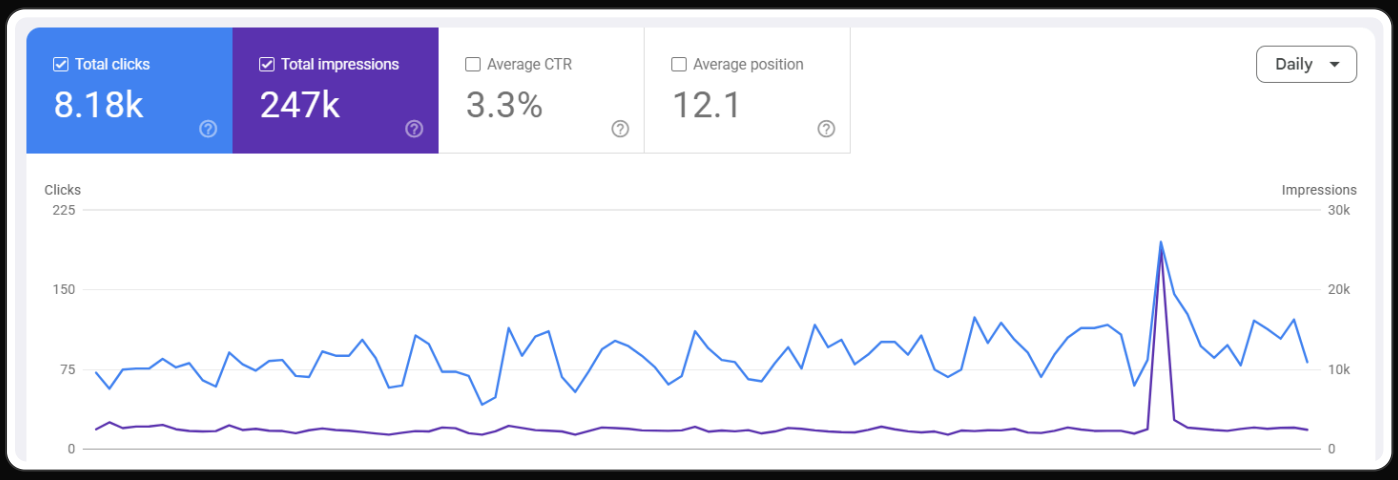
8.18K organic clicks from 247K impressions

Over about three months, daily clicks from Google held mostly between ~60 and ~120, with one spike to ~195. Impressions ran at ~2–3K a day, with one spike near 26K. Average CTR was 3.3% at an average position of 12.1.



Recreated from Search Console. The curves are traced from the chart and approximate, not exact daily values. The original screenshot is below.

PROOF · GOOGLE SEARCH CONSOLE



REVIEWS + E-E-A-T · LIVE ON THE HOMEPAGE

Google review cards and patient feedback now sit on the homepage, next to the booking decision.

NAMED EXPERTS · TEAM PAGE

Medical lead, specialist in interventional & diagnostic radiology, medical lead, 20+ years of clinical experience.

Second doctor, physician for aesthetic medicine.

As stated on the clinic's team page.

ORGANIC SOCIAL GRAPHICS · INSTAGRAM FEED ON THE SITE

Educational, on-brand graphics (treatment explainers, results, aftercare tips) that carry the same message from feed to website.

KEY TAKEAWAYS

1 The website does the selling

72% of profile interactions were website clicks. A sectioned homepage turns that traffic into bookings.

2 Name services how patients search

Treatment + Zürich in the title tells Google and patients exactly what the page offers.

3 Locations scale with one template

Programmatic pages cover every treatment × Paradeplatz, Bahnhofstrasse and Zürich.

4 Be the answer, not just a result

FAQs, named doctors and reviews serve Google, answer engines and AI search alike.

Want results like this?

We'll go through your clinic's website and Google Business Profile live and show you where patients are slipping away to competitors. No cost, no obligation.

Book a free 15-min call →

calendar.app.google/JszsfSj1HZcDoH8n9

✓ Homepage & service page review

✓ Google Business Profile check

✓ Location page opportunities

Not ready for a call?

Reply with one word, **LOCAL**, by email or WhatsApp, and we'll send you 3 quick fixes for your clinic's local search.

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