# BUILDING A LOCAL SEO DASHBOARD FOR A MULTI-CLINIC DENTAL BRAND USING GOOGLE DATA STUDIO

## 1. Client Background and Goal

A regional dental chain in the UK operates 12 clinics across London, Manchester, and Birmingham. Each clinic manages its own Google Business Profile (GMB) and individual landing pages. The client lacked a consolidated view of SEO performance across all locations. They needed a **centralized, interactive dashboard** that could provide insights into:

- Organic search traffic by location

- Google Business Profile metrics (clicks, calls, map views)

- Local keyword rankings

- On-page performance (bounce rate, time on site)

**Primary Goal:** Enable the marketing team to monitor and compare local SEO KPIs for each clinic in real time.

## 2. Data Sources and Integrations

The following data sources were integrated into Google Data Studio:

- **Google Analytics 4 (GA4):** for website traffic, bounce rates, and engagement

- **Google Search Console (GSC):** for keyword rankings, impressions, and CTR

- **Google Business Profile (via third-party connector):** for clicks, calls, map views, and reviews

- **Manual CSV Upload (monthly):** for local keyword ranking updates per clinic (via SEMrush export)

**Tools Used:**

- Looker Studio (Google Data Studio)

- GA4 native connector

- GSC connector

- Jepto or Supermetrics for GMB integration

- Google Sheets (for manual keyword updates)

# 3. Dashboard Design and Features

**Layout:**

- **Top Navigation:** Date filter, city filter, and clinic dropdown

- **KPI Summary Cards:** Organic traffic, bounce rate, top keywords, map views

- **Clinic-Level View:**

  o Geo heatmap of clicks

  o Table: traffic by landing page

  o Chart: keyword CTR trends

  o Pie: device usage (mobile vs desktop)

**Interactive Elements:**

- Filter by city or individual clinic

- Date range selector

- Keyword performance dropdown by category (treatments, general, branded)

# 4. Key Metrics Tracked

- Organic search traffic per landing page (GA4)

- Bounce rate and average engagement time (GA4)

- Local keyword impressions and CTR (GSC)

- GMB insights: website clicks, phone calls, direction requests, reviews

- Ranking position change (manual SEMrush update)

# 5. Impact and Outcome

- **Improved Visibility:** The dashboard helped the marketing manager identify underperforming clinics and adjust content targeting for local terms.

- **Time Saved:** Reporting cycle reduced from 6 hours/month to 20 minutes/week.

- **Strategy Alignment:** Clinic managers were able to prioritize local SEO actions based on measurable traffic and GMB trends.

- **Data Confidence:** Unified metrics reduced discrepancies between tools and enhanced decision-making.

# 6. Report Structure (Used for Client Handoff)

1. Dashboard Access and Training Manual

2. Metric Definitions and Sources

3. Monthly Performance Checklist

4. Visual Map for Clinic Landing Page URLs

5. Template for Monthly Ranking CSV Upload

6. Guide to Creating UTM Links for Local Campaigns

# 7. Stakeholder Relevance

- **Corporate:** Ideal for dental groups, fitness franchises, retail clinics, or any multi-location business with local SEO goals.

- **Training/Education Use:** Can be used to teach Looker Studio integration with GA4 and GMB, as well as local SEO strategy monitoring.