

 eyecarestudio.ca

SEO Research & Strategy

A roadmap to increase local visibility, attract the right patients, and highlight specialized services.

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Introduction

This marketing research was developed to inform the structure and SEO content strategy of the Eye Care Studio website. The focus is on keyword analysis, target communities, and demographic considerations such as age and gender within the Calgary area.

The insights from this research are intended to support clearer messaging, stronger local relevance, and better alignment between the website and the audiences Eye Care Studio aims to serve.

Goals



Objectives and Goals

This SEO research is focused on improving Eye Care Studio's visibility in local search results by aligning website content with how patients search for eye care services.



Establish local search presence

Build visibility from scratch in nearby communities and start earning trust with Google.



Attract the right patients

Create content targeting age groups, demographics, and high-intent search terms.



Highlight niche services

Differentiate by showcasing specialized offerings, like special needs eye exams.

Primary service area focus

Eye Care Studio's primary targeting radius is defined as a 3 to 5 km area, **with 4 km identified as the optimal focus.** This radius represents the clinic's conversion core, the area most likely to generate consistent, repeat patients.

This approach works well for eyecare services because:

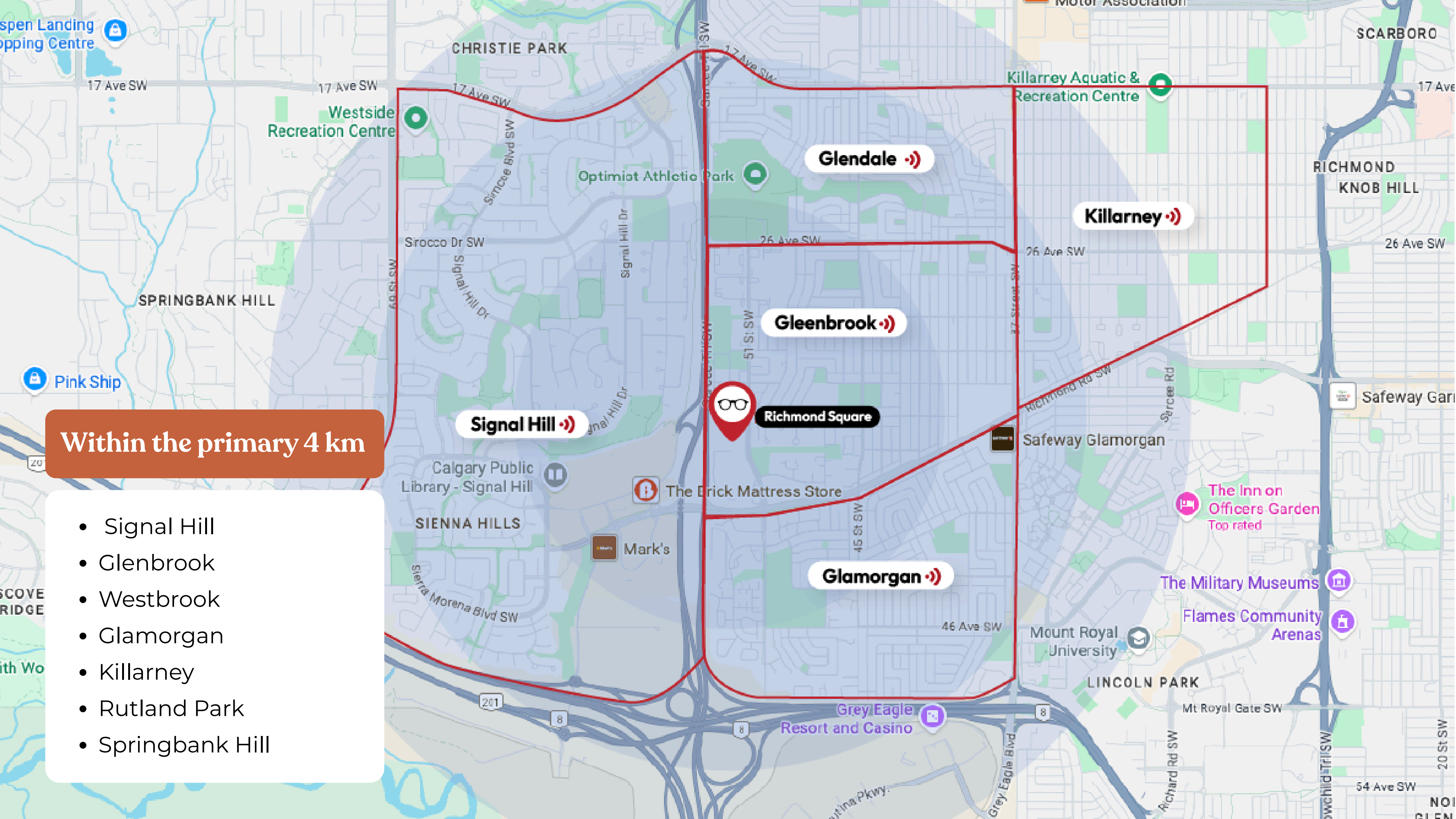
- **Annual eye exams require ongoing, repeat visits.**

- **Glasses pick-up and adjustments must happen in person.**
- **Parents prefer shorter travel times for children's appointments.**
- **Patients often default to the closest trusted clinic.**

In the Calgary context, a 4 km targeting radius balances accessibility and relevance while strengthening local SEO performance.

Within the primary 4 km

- Signal Hill
- Glenbrook
- Westbrook
- Glamorgan
- Killarney
- Rutland Park
- Springbank Hill



Community and demographic alignment

Within the primary 4 km radius around Eye Care Studio, the population characteristics of the target communities are as follows:

Gender

- Slightly more females than males on average, which is common in Calgary residential areas
- Women are often the primary decision-makers for family healthcare, including eye exams for children

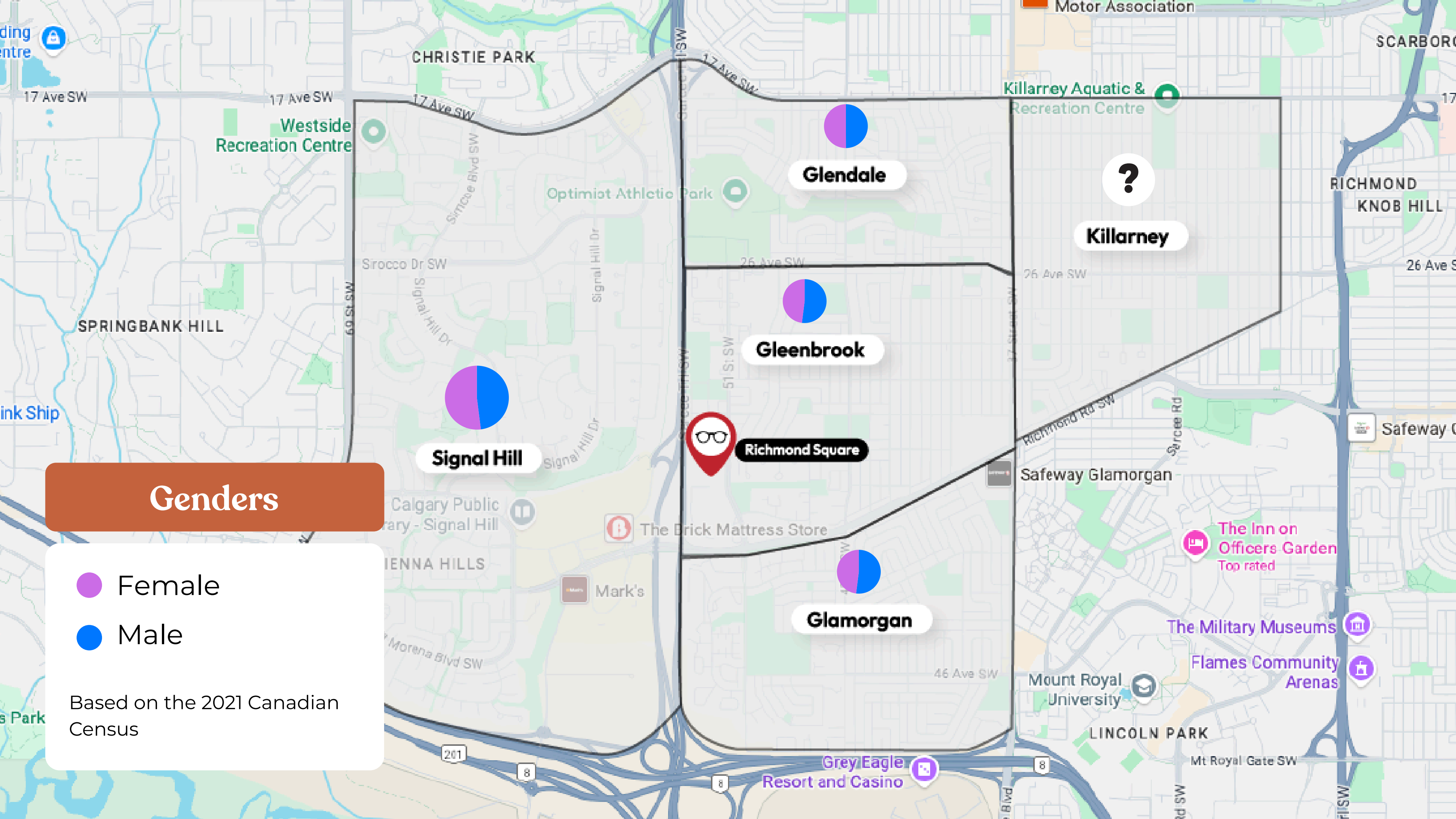
Age groups

- Families with children: high concentration of adults aged 30–45 and children aged 5–17
- Adults aged 45–65: potential for regular eye exams and progressive lens purchases
- Seniors aged 65 and above: increasing need for eye care services such as cataract screening and specialized lenses

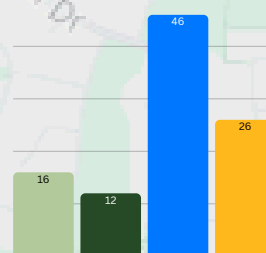
Genders

- Female
- Male

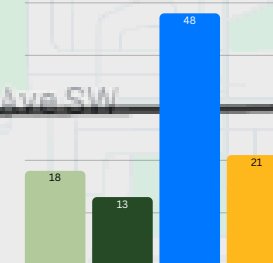
Based on the 2021 Canadian Census



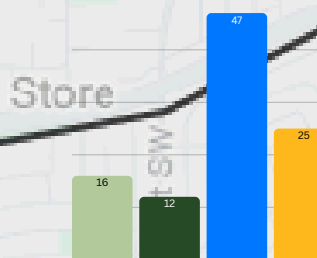
Age Groups



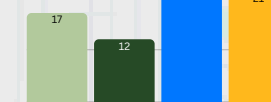
Signal Hill



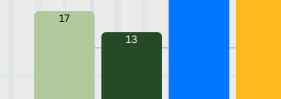
Greenbrook



Glamorgan



Glendale



Killarney



Richmond Square

Niche SEO opportunity: special needs eye exams

Very few clinics clearly advertise this service.

Families of children with autism, sensory sensitivities, or developmental delays often search specifically for providers who offer patient-focused, flexible, and supportive care.



By creating a dedicated page that explains what to expect during a special needs exam, Eye Care Studio can capture these high-intent local searches, build trust, and position the clinic as the go-to choice for specialized pediatric eye care.

What Calgary is Searching For

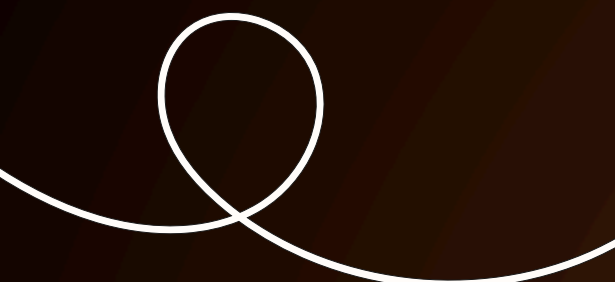
The research using Google Trends shows what Calgary residents are actively looking for when it comes to eye care.

By analyzing the most common search terms and combining them with Eye Care Studio's services, demographics, and niche offerings, we can create content that directly answers patient needs.

Keyword List [↗](#)



This ensures your website attracts high-intent local searches, positions the clinic as the trusted choice, and highlights unique services like special needs eye exams that competitors often overlook.



How It All Ties Together

SEO score does not happen overnight. For Eye Care Studio, the next steps focus on creating a strong foundation that will gradually increase visibility, attract high-intent patients, and convert searches into booked appointments.

We are gonna build visibility by:

01

Mapping researched keywords to website pages and content opportunities

02

Creating SEO-focused content targeting local searches, age groups, and niche services like special needs eye exams

03

Optimizing on-page elements: headings, titles, meta descriptions, and internal links