

SEO for LASIK Clinics: A Case Study

The image shows a Google search for "LASIK Denver". The search bar contains the text "LASIK Denver". Below the search bar, there are filters for "Cost", "Top rated", "Open now", "Reddit", "Tech Center", and "Cutarelli visi". The results are for "Denver, CO". Under the "Places" section, three results are shown:

- 20/20 Institute - Denver**: 5.0 stars (375 reviews), Lasik surgeon, 1331 17th St M-120, (303) 202-0669. Open, Closes 4:30 PM. Review: "It was a painless operation and within hours after I was seeing 20/20."
- LasikPlus**: 4.9 stars (2.4K reviews), Lasik surgeon, Lakewood, CO, (866) 921-2392. Open, Closes 6 PM. Review: "From start to finish Lasik Plus has been efficient, organized and friendly."
- The LASIK Vision Institute**: 4.8 stars (750 reviews), Lasik surgeon, Glendale, CO, (800) 983-9741. Opens soon, 8 AM. Review: "Vision is now 20/15 (better than 20/20) just two days after LASIK."

A map on the right shows the local map pack with red location pins for these clinics. A blue callout box points to the search bar with the text "Client's Primary Keyword". Another blue callout box points to the first result in the map pack with the text "First Position in the Local Map Pack".

How we helped a LASIK provider reach top 3 in Colorado—boosting traffic by 27%, driving more patient calls, and strengthening local visibility across multiple locations.



THE CHALLENGE

Despite strong visibility in Google Maps,
20/20 Institute was:

✘ Strong in map results but weak in
organic search

✘ Struggling to grow visibility in
Colorado Springs

✘ Missing out on qualified patient leads

They needed a hyper-local, multi-
location SEO strategy—fast.

The Strategy

- Created location pages for Denver & Colorado Springs
- Revamped homepage for wider reach
- Focused on high-intent local keywords
- Used AI to design patient- focused content
- Partnered with client for authentic messaging

The Results

Rankings, Traffic & Conversions

- “LASIK Denver” →# 5 →# 3
- “LASIK Colorado Springs” →# 7 →# 4
- “LASIK near me” →# 4 →# 3
- 27% visibility boost in 28 days
- 53% more sessions on Denver page
- 69% more first- time calls

Need a Local SEO Turnaround Like This?

Even established clinics can achieve fast, measurable growth by combining local SEO with SEO Strategy.

Whether rebuilding or expanding, we'll help you dominate local search.