Szymaniak Digital
SEO Consulting

CASE STUDY · LOCAL SEO · HOME CARE

Case Study: Home Care Agency Services Category

How a South Essex home care agency went from page three to #1 on Google Maps in six months

SESNHA CARE

RESULTS AT A GLANCE

Six months of SEO in four numbers

+156%

Google search impressions

20,267 → 51,791, last 6 months vs previous 6 months

42

New pages showing on Google

Location, service and blog pages that did not exist before: 27,898 impressions

100%

Google Maps top-3 coverage

“Home health care service in Battlesbridge”: 61 of 61 grid points

1.4

Average Google Maps rank

Same search, 26 Nov 2026. Before the project it averaged 47.6

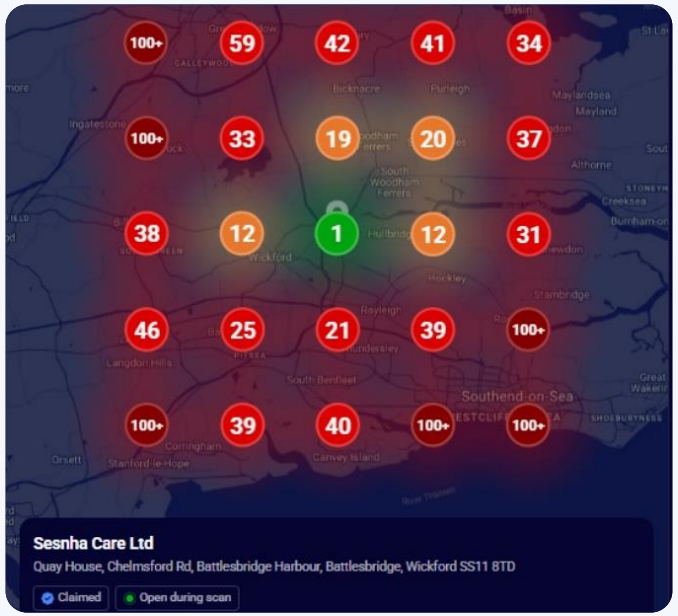
Sources: Google Search Console (last 6 vs previous 6 months) · Local grid scans, 26 Nov 2026 · project-start benchmark

THE CLIENT AND THE CHALLENGE

A trusted local agency that families couldn’t find

SESNHA Care provides home care, companionship, dementia care and domestic support across South Essex, from an office in Battlesbridge.

- **Invisible on Google Maps:** in the top 3 at only **5%** of grid points, average rank **47.6**
- **No local pages:** nothing to rank for “home care Basildon” or “companionship care Rayleigh”
- **A crowded category** led by national franchises and established local agencies



Before: benchmark Google Maps grid scan at the start of the project. Red points are outside the top 10.

OUR APPROACH

Two search surfaces, one town-by-service structure

Google Business Profile

Categories, services, photos and regular post assets, built around what families search for

Keyword and competitor research

Mapped what Home Instead, Bluebird Care, Helping Hands and local agencies ranked for

32 town pages

Home care and companionship care pages for 16 South Essex towns

New service pages

Companionship care, dementia home care and dementia care at home in Wickford

Expert content

Articles answering the questions families ask before they call

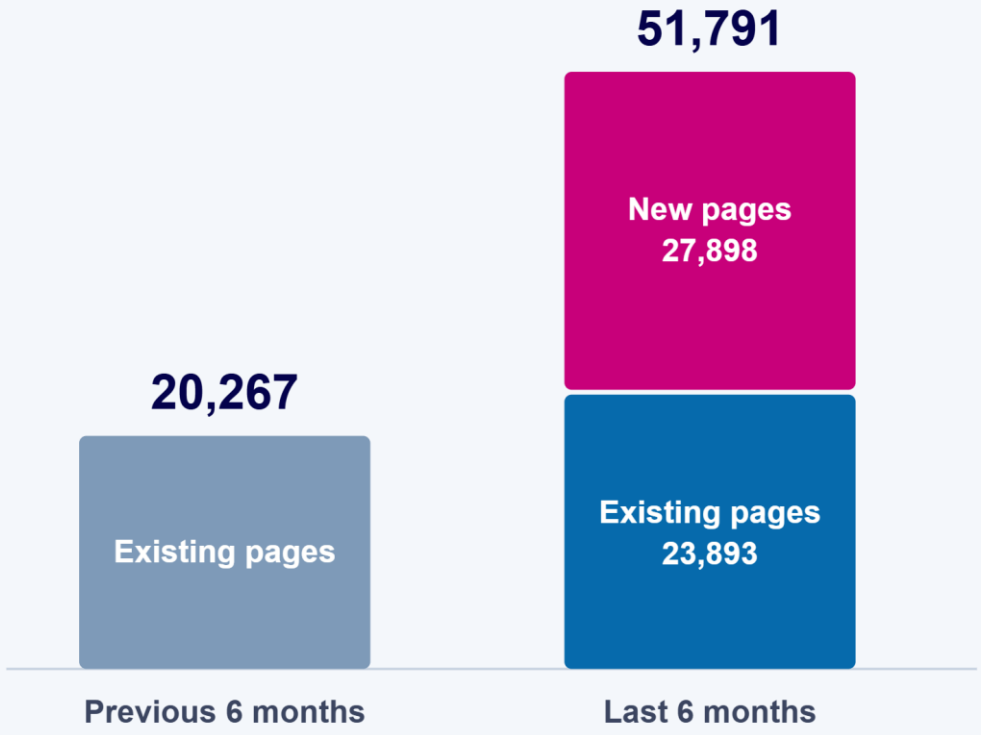
On-page and technical SEO

Headings, metadata, internal links and indexing across every new page

Six-month roadmap with weekly meetings and monthly reporting

WEBSITE · GOOGLE SEARCH

Appearing on Google 2.6× as often



+156%

Total impressions. More than half now come from pages we built. Existing pages also grew 18%.

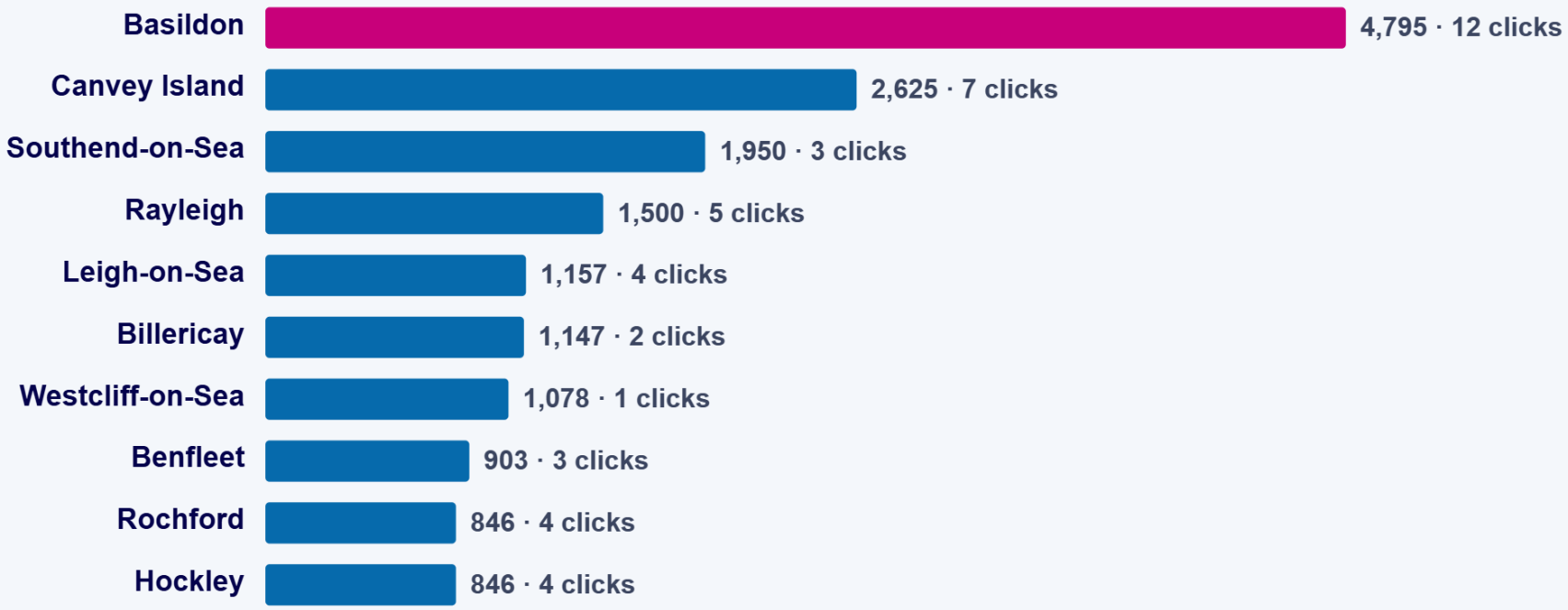
≈3.5×

Latest 28 days: 11.7K impressions, against a previous average of about 3.4K a month

Source: Google Search Console, Pages report (last 6 vs previous 6 months) · Search Console, last 28 days to 20 Nov 2026

WEBSITE · LOCATION PAGES

Town pages put SESNHA in front of 16 South Essex communities

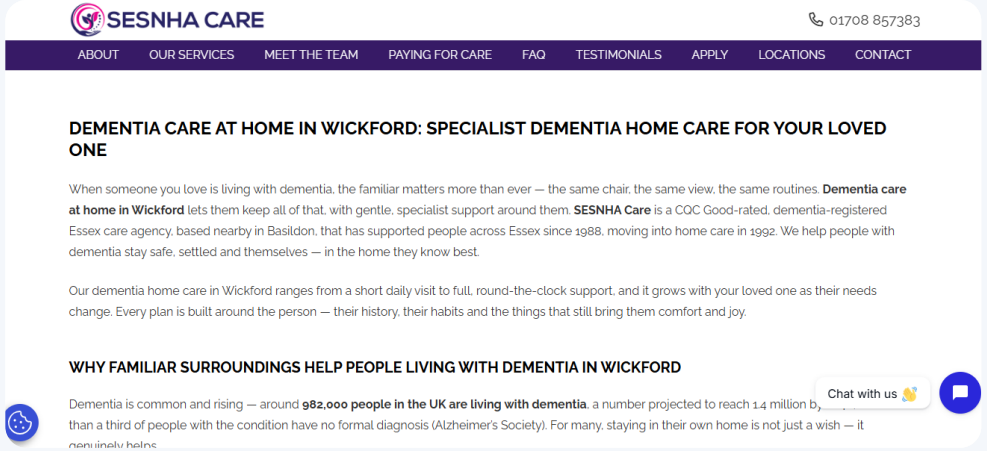


Source: Google Search Console, last 6 months. Home care and companionship care pages combined per town. Every town page is new, so the previous 6 months were zero.

WEBSITE · RANKINGS

New pages already on Google's first page

New page	Avg. position
Home care Thundersley	4.8
Companionship care Leigh-on-Sea	6.8
Companionship care Benfleet	7.1
Companionship care Hockley	8.1
Home care Hockley	8.1
Companionship care Wickford	8.5
Companionship care Rayleigh	9.2



Example: the new Dementia Care at Home in Wickford page, one of the new service pages written for local families

Source: Google Search Console, average position over the last 6 months. Positions 1–10 are page one.

BRAND AWARENESS

More people are seeing SESNHA, so more people know the name

Seen on Google → Name remembered → Searched by name → Family gets in touch

GOOGLE SEARCH

+119%

Homepage impressions

3,375 → 7,391. The homepage is where people land when they search for SESNHA by name.

GOOGLE MAPS

127 of 183

Grid points in the top 3

Across three Maps searches, the profile name “Sesnha Care – Home Care Agency Essex” shows in the top 3 at 69% of points

AI OVERVIEWS

51,791

Impressions, AI Overviews included

Search Console counts appearances in Google’s AI Overviews and AI Mode in the same total

Sources: Google Search Console (last 6 vs previous 6 months) · Local grid scans, 26 Nov 2026 (61 + 42 + 24 of 183 points)

GOOGLE MAPS · RESULTS

A top-3 business on Google Maps for all three searches

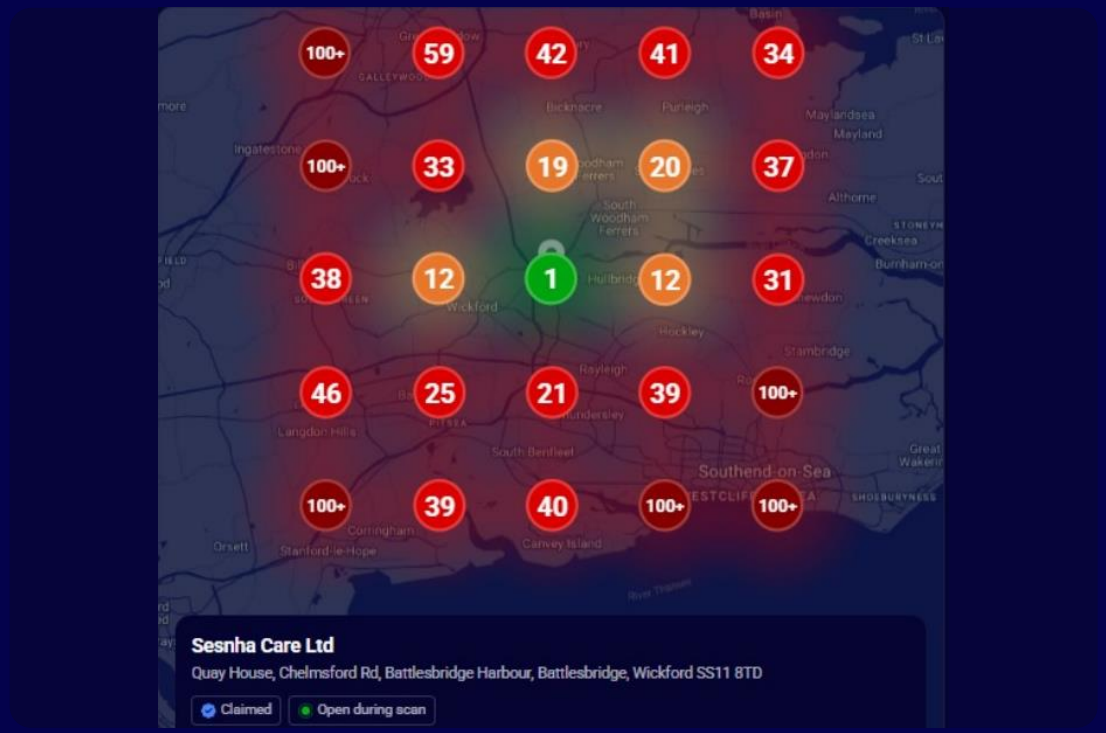
Search on Google Maps	Visibility	Avg. rank	Points in top 3	Position vs competitors
Before the project	–	47.6	5%	Behind Anglian Care, Home Care Essex, Dion Care
Home health care service in Battlesbridge	96%	1.4	61 / 61	1st of 199 businesses
Home care agency South Essex	66%	3.0	42 / 61	3rd of 155 businesses
Home care agency Essex	46%	4.7	24 / 61	3rd of 182 businesses

The project-start scan used a wider 5 × 5 grid, so read the comparison as a change in direction rather than like for like. Green = rank 1 or full coverage.

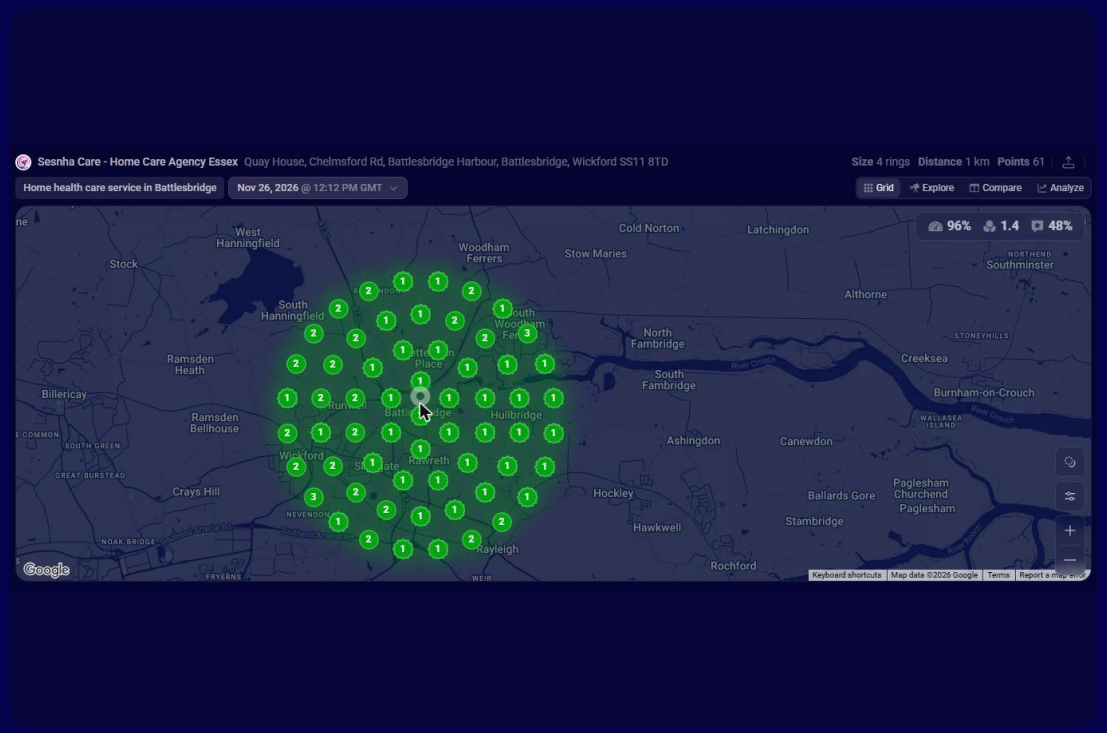
Source: Local grid scans, 26 Nov 2026 (61 points each) · project-start benchmark scan

GOOGLE MAPS · BEFORE AND AFTER

From red to green across the home area



Before: top 3 at 5% of points · average rank 47.6

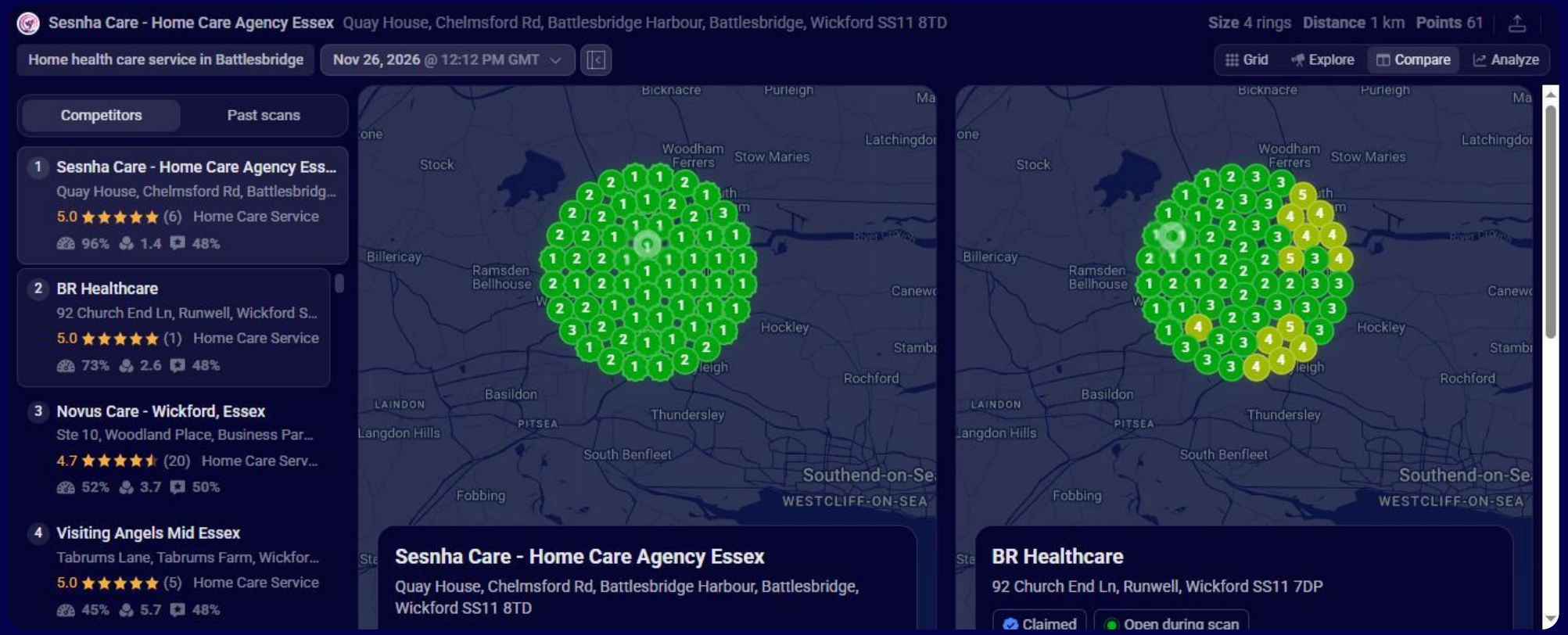


After: top 3 at 61 of 61 points · average rank 1.4

“Home health care service in Battlesbridge”, 26 Nov 2026. The benchmark used a wider 5 × 5 grid, so read it as direction of travel.

SCAN 1 · SESNHA VS NEAREST COMPETITOR

Ahead of BR Healthcare across the whole grid



SESNHA: 96% visibility, avg 1.4 · BR Healthcare: 73%, avg 2.6 · Novus Care: 52%, avg 3.7 · Local grid scan, 26 Nov 2026

SCAN 3 · HOME CARE AGENCY ESSEX

Competing county-wide against 182 agencies



46% visibility · average rank 4.7 · top 3 at 24 of 61 points · 3rd of 182 businesses · Local grid scan, 26 Nov 2026

LESSONS FOR HOME CARE AGENCIES

What this means for your care business

Maps and Search are two races

Maps rewards an active Business Profile and reviews; Search rewards pages that match town and service.

One page per service and town

Families search “companionship care Rayleigh”, not “our services”. Town pages opened 16 new local markets.

Visibility comes first

Impressions rise, then rankings, then clicks. Judge care agency SEO on all three, in that order.

Reviews win the outer edges

Near the office, relevance and distance decide. Further out, review volume separates the top three.

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WANT RESULTS LIKE THESE?

Let's get your care business found on Google.

Book a free consultation to see where your agency stands on Google Search and Google Maps today.

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