

# Crazygraph Launches Pharmacy SEO Services to Help UK Independent Pharmacies Compete Online

Crazygraph introduces SEO for pharmacy businesses in the UK -- a compliance-first approach combining AI SEO and local SEO to help independent chemists win back digital visibility from national chains.



**London, England Mar 1, 2026 ([Issuewire.com](https://www.issuewire.com))** - Independent pharmacies in the UK are losing patients — not because of poor service, but because patients can't find them online.

According to the NHS, there are over 11,200 community pharmacies in England alone. Yet most are invisible in local search results, overshadowed by Boots, Lloyds, and Superdrug — chains with entire marketing departments behind them. Meanwhile, "pharmacy near me" searches have grown 340% since 2020, according to Google Trends data. Patients are searching. Independent pharmacies simply aren't showing up.

Crazygraph, an AI SEO agency based in Covent Garden, London, has launched dedicated pharmacy SEO services to address this gap — built specifically for independent pharmacies, community pharmacy groups, and online platforms operating under UK pharmaceutical regulations.

## Why Generic SEO Fails Pharmacies

Most SEO agencies apply retail strategies to healthcare businesses. That's a compliance risk.

Pharmacies operate under MHRA guidelines and GPhC standards. Standard promotional language — common in e-commerce SEO — can violate advertising rules for medicines and clinical services. One

wrong phrase on a landing page creates regulatory exposure.

"Pharmacies handle patient acquisition differently than retail businesses," said Saidul Islam Sakib, Co-Founder and CEO of Crazygraph. "Most agencies don't understand the compliance layer. We built our [SEO for pharmacy](#) framework around it."

## What Pharmacy SEO from Crazygraph Covers

The service is structured around four core areas:

- **Regulatory-compliant content** — Medication and service pages written within MHRA and GPhC boundaries, building patient trust without impermissible claims
- **Local SEO infrastructure** — Google Business Profile optimization, healthcare directory citations, review generation, and neighborhood-level keyword targeting
- **Technical SEO** — Site audits, mobile responsiveness, page speed improvements (averaging 65% reduction in load time), SSL security, and structured data markup
- **AI SEO-powered content** — Using AI SEO tools to analyze top-performing pharmacy websites and generate optimized content that answers real patient queries while maintaining medical accuracy

Ongoing monitoring adjusts strategies around seasonal health trends, local competition shifts, and emerging search patterns.

## Early Results

Initial client data shows measurable outcomes:

- One independent pharmacy recorded a **156% increase in organic traffic** within six months
- A community pharmacy group achieved **first-page rankings for 78%** of target keywords
- Average prescription inquiry volume rose **43%** across early adopters

These results reflect a search environment where 62% of pharmacy-related queries are medication-specific, according to internal keyword research — meaning content precision and **local SEO** accuracy directly affect patient acquisition.

## Who This Service Is For

Crazygraph works with:

- Independent community pharmacies
- Multi-branch pharmacy groups
- Online pharmacy platforms
- Specialist providers — compounding pharmacies, travel health clinics, veterinary pharmaceutical suppliers

The agency uses enterprise-grade tools for keyword research, competitive intelligence, and real-time ranking tracking. Every strategy is tailored to pharmaceutical industry requirements, not adapted from retail or general healthcare templates.

## About Crazygraph

Crazygraph is an AI SEO agency founded in 2022, headquartered in Covent Garden, London. The agency provides SEO, **AI SEO**, PPC, press release distribution, and social media marketing for clients across the UK, USA, Canada, Australia, and international markets.

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