Case Study: How We Improved a Search Query Ranking in Just 26 Days

Before:

Scan Report

Searching **"ceramic coating"** on G Google Maps for:

5.0 ★★★★★ (123)

| ARP | 10.71 | ATRP | 11.12 | SoLV | 0.00 |

Searched using a **5 x 5 grid** with a **3.0mi radius** covering **36mi²**

The center point for this grid is 32.9244622, -80.0732561

Search performed on **September 2, 2024, 1:57 PM**

🦅 Chat with Falcon Assist about this Scan

After :

Scan Report

Searching **"ceramic coating"** on G Google Maps for:

5.0 ⭐⭐⭐⭐⭐ (127)

| ARP | 5.04 | ATRP | 5.68 | SoLV | 44.00 |

Searched using a **5 x 5 grid** with a **3.0mi radius** covering **36mi^2**

The center point for this grid is **32.9244622, -80.0732561**

Search performed on **September 28, 2024, 10:59 AM**

Chat with Falcon Assist about this Scan

Overview:
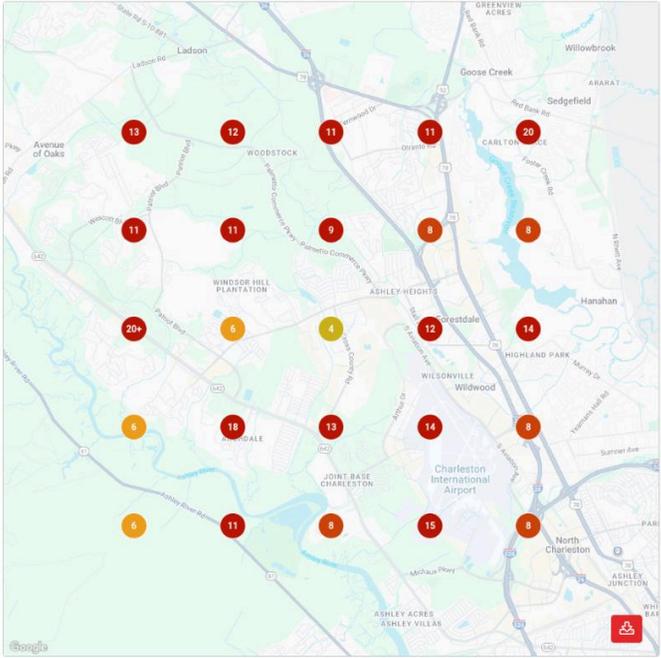
In this case study, we showcase how we helped a client dramatically improve the ranking of a key search query in just 26 days. In addition to this primary keyword, we also worked on two other keywords, which will be covered in future updates. The results were impressive, with the target keyword jumping from an average 10th position to 5th place, and even ranking in the top 3 for multiple locations. This transformation resulted in over 110+ calls to the business, a service that previously received almost no queries.

The Challenge:

The business had a service that was generating almost no search queries. They were struggling to gain visibility for this particular service, and as a result, their inbound calls for it were extremely low. Our goal was to improve the search query rankings and increase call volume by applying targeted strategies.

Our Approach

To achieve these results, we implemented a multi-faceted approach that covered both on-page and off-page SEO tactics. Here's a breakdown of the steps we took:

1. **Keyword Optimization for GBP and Website:**

We ensured that the target keyword was fully optimized across both the Google Business Profile (GBP) and the client's website. This involved optimizing metadata, content, and images to align with SEO best practices.

2. **Service Page Optimization**:

We focused heavily on optimizing the specific service pages for this keyword. This helped improve relevancy and authority, making it easier for search engines to rank the page higher.

3. **Additional Categories**:
We further optimized the additional categories related to the service to improve the keyword's overall coverage on the website and GBP.

4. **Competitor Review Analysis**:

We scraped competitor reviews to find out what potential customers were asking. By identifying these key questions, we incorporated them into the FAQs and service descriptions on the website, providing more value and increasing the chances of ranking for those specific search queries.

5. **Content Plan with Visuals**:

We devised a detailed content plan and posted daily updates using high-quality, edited visuals created with Canva. This consistent content flow helped boost engagement and visibility.

6. **Citations and Local SEO**:

We worked on building citations for the business while targeting the keyword. This further boosted the local search visibility.

7. **Keyword-focused Review Management**:

We actively managed and responded to reviews, ensuring the target keyword was naturally included in our responses, increasing relevance for that search term.

8. **Social Media Signals**:

To further strengthen the keyword ranking, we utilized social media to generate additional signals, driving more visibility and engagement from different platforms.

The Results:

- **Ranking Improvement**: The target keyword climbed from an average 10th position to 5th and secured a top 3 position in multiple locations.

- **Increased Call Volume**: As a direct result of these improvements, the business received over 110+ calls in just one month.