

# OUTRANK LOCAL SEARCH CASE STUDY

CONCRETE IMPRINT DRIVEWAYS



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Concrete Imprint Driveways have been a long standing customer of ours and, over the years, we've delivered some fantastic results for them. One of their main sources of business is their Google My Business listing, which is optimised and managed by our team. Their listing is able to be found for brand searches and searches for specific services within their main location and the surrounding areas.

We chose to use Concrete Imprint Driveways as one of our Google My Business Case Studies as, well, their Insights are phenomenal for their targeted area(s).

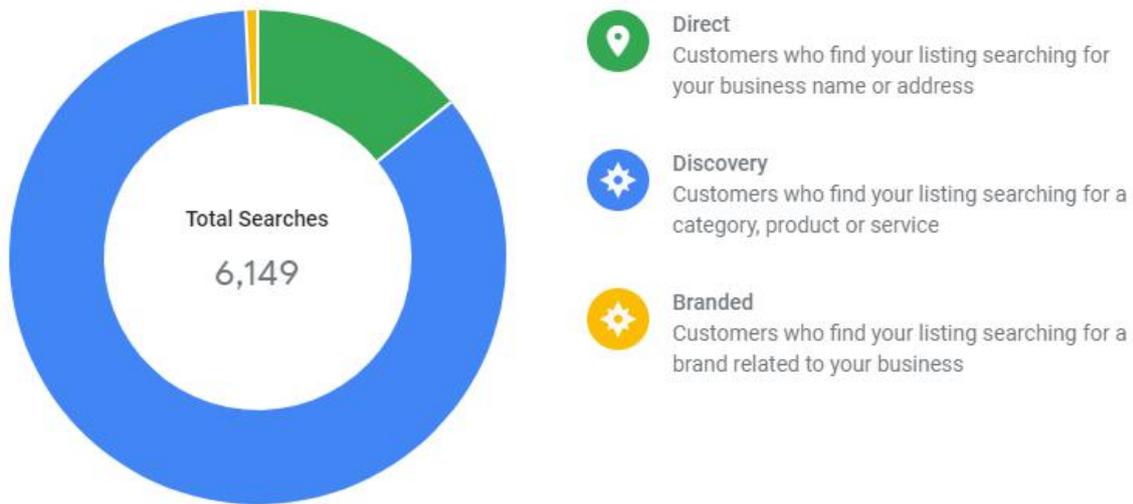
Below are screenshots of the Insights for Concrete Imprint Driveways, showing how their Google My Business listing has been performing over the last quarter.

**"The amount of business that we receive due to our Google My Business listing is outstanding. We don't know what we would do without it!"**



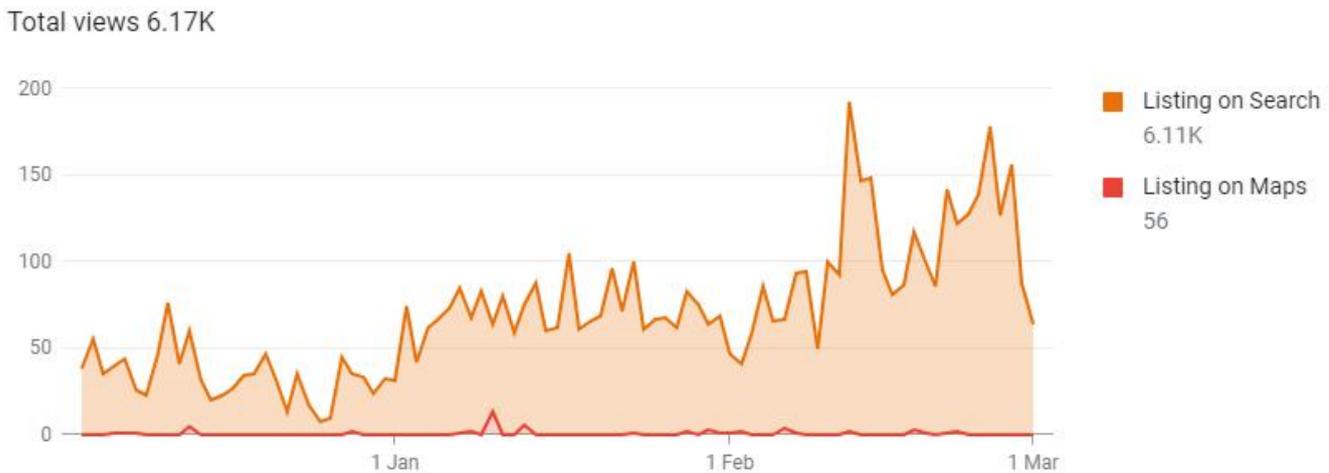
**CONCRETE IMPRINT**  
DRIVEWAYS

# HOW CUSTOMERS SEARCH FOR THE BUSINESS



The Google My Business listing for Concrete Imprint Driveways is being found by consumers performing a search for a category, product or service over direct and branded searches. This is great as it shows that the listing is being found well for service queries over brand searches; the direct section is still quite large with many customers finding the listing using their business name or address, which is good as it means people also recognise their brand and it allows us to test different keywords whilst ensuring the listing can still be found.

# WHERE CUSTOMERS VIEW THE BUSINESS



The views section within the Insights is an indicator of how well the listing is performing on Google. In the image shown above, it's clear that the listing is ranking well within the SERPs as opposed to Google Maps itself. The huge number under the **Listing on Search** section shows that consumers rarely need to click through to the 'More Places' section on Google, to view the listing on the Maps.

# QUERIES USED TO FIND THE BUSINESS

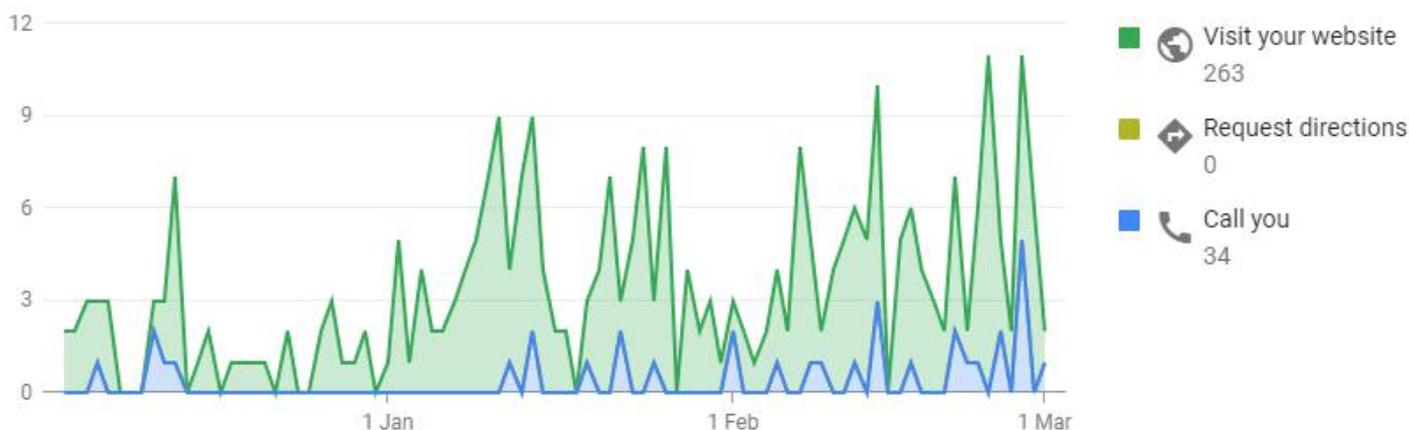
	Query	Users
1	resin driveways	213
2	concrete imprint driveways	153
3	concrete imprint	126
4	resin driveway	108
5	concrete driveway	78
6	driveways middlesbrough	71
7	driveway	67
8	imprinted concrete	62
9	concrete	59
10	resin driveways middlesbrough	58

The image above shows the search queries that unique users have found the Google My Business listing for over the last 3 months. As you can see, only one query from their top ten is brand related (although it is the second most popular query!), reinforcing the idea that their brand is quite well-known within their area. The fact that every other query shown is service-related shows that we've made a difference to this client and have improved how well their specific services can be found through Google SERPs and Google Maps. Don't forget, the numbers shown are **unique** users, meaning a lot of people are finding their Google My Business listing when searching for services and their brand.

This is the best section for us, as we know whether or not the listing is being found for the targeted keywords or whether there are other keywords that we need to focus on more. Using this Insight and other tools to find the search volume for a specific keyword gives us a good idea of whether or not the keywords targeted are going to drive as many consumers to the business as possible.

# CUSTOMER ACTIONS

Total actions 297



The customer actions section lets you know how people interact with a listing when they find it.

When a customer clicks through to a website after finding a listing for an industry-related term, it alerts Google to the fact that you may be more relevant for that query than one of your competitors are.

If the address is not hidden, directions can be used to find the location of a business too. NAP (Name, Address, Phone Number) information is very important to improving how well a listing and website is rankings within the SERPs.

It's important to be able to see how many customers have interacted with a Google My Business listing. Concrete Imprint Driveways have received 34 calls directly from their listing over the last 3 months; this isn't a lot when you compare it to the number of views the listing has received. However, it's important to remember that the Insights above are showing during non-Summer months, when people are trying to save money and are simply researching companies to use when Summer begins.

# CONCLUSION

Despite the listing not receiving much interaction over the last 3 months or so, the listing for Concrete Imprint Driveways has maintained its rankings and even improved for a number of phrases. We're very confident that the listing and in turn, their website, will receive a lot more interaction from consumers when Summer begins and that their rankings will improve in many areas.

This is because Google My Business listings are constantly evolving and the ranking signals have increased year-on-year, up to almost 30%. This means that a properly optimised Google My Business listing can help to improve your local rankings, both through the listing itself and your website. Over the years, local pack/local search ranking factors have changed and ranking signals from Google My Business is now the most important one for local searches (yes, even more important than link signals!).

