

OUTRANK LOCAL SEARCH CASE STUDY

DR JONES PC SUPPORT



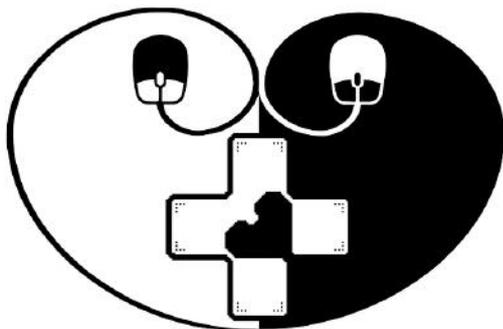
DR JONES PC SUPPORT

Dr Jones PC Support became a customer of ours back in August 2018 when they purchased the optimisation of their Google My Business listing. We gained access to the listing and then got to work optimising the listing, targeting industry-related keywords such as 'IT Support'.

After researching their area, it quickly became clear that this would be no mean feat; competing with some big-hitters within their industry, we were unsure of how long it would take to see improvements in the performance of the listing. However, it didn't take long for the listing to show within the 3-pack for the majority of the targeted keywords.

Below are screenshots of the Insights for Dr Jones PC Support, showing how their Google My Business listing has been performing over the last quarter.

"People within our local area didn't really know who we were or where our office was. Now, our brand is the strongest in the area and we're busier than ever."



Dr. JONES

PC SUPPORT

HOW CUSTOMERS SEARCH FOR THE BUSINESS



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product or service



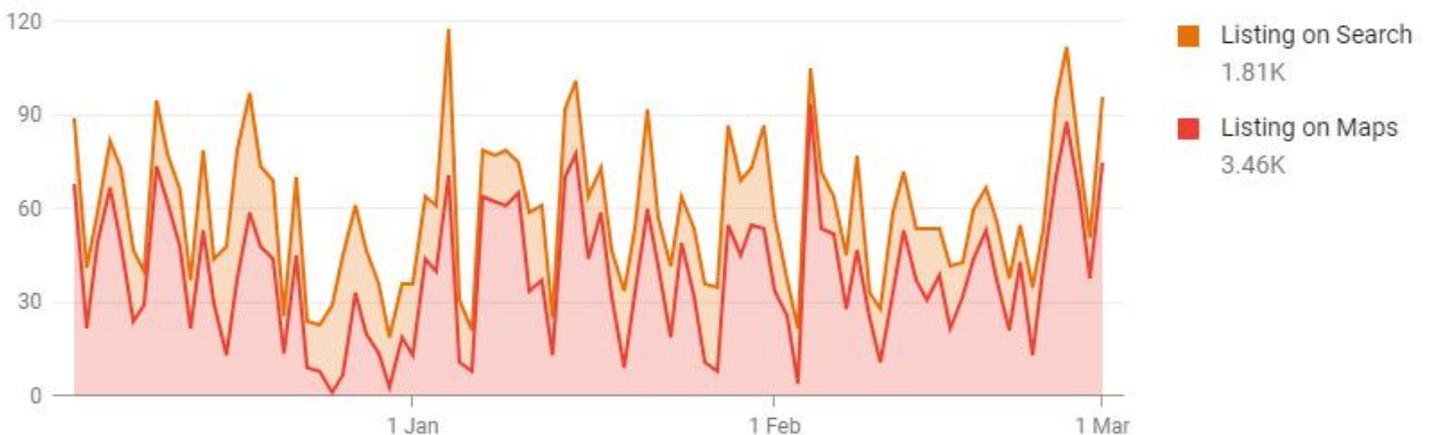
Branded

Customers who find your listing searching for a brand related to your business

When it comes to Dr Jones PC Support, a lot of customers search for their business using brand-related terms. Due to the nature of their business, consumers could be searching for IT-related brands (Microsoft, Dell etc) and finding their listing, due to the services that they offer. The direct section is also very large, meaning they are now very well-known for what they offer within their area. The discovery section is a great indicator of how many people are actually searching for a service within their targeted area; a lot of people found them using a discovery search term, which is great news that their listing is being found for targeted keywords.

WHERE CUSTOMERS VIEW THE BUSINESS

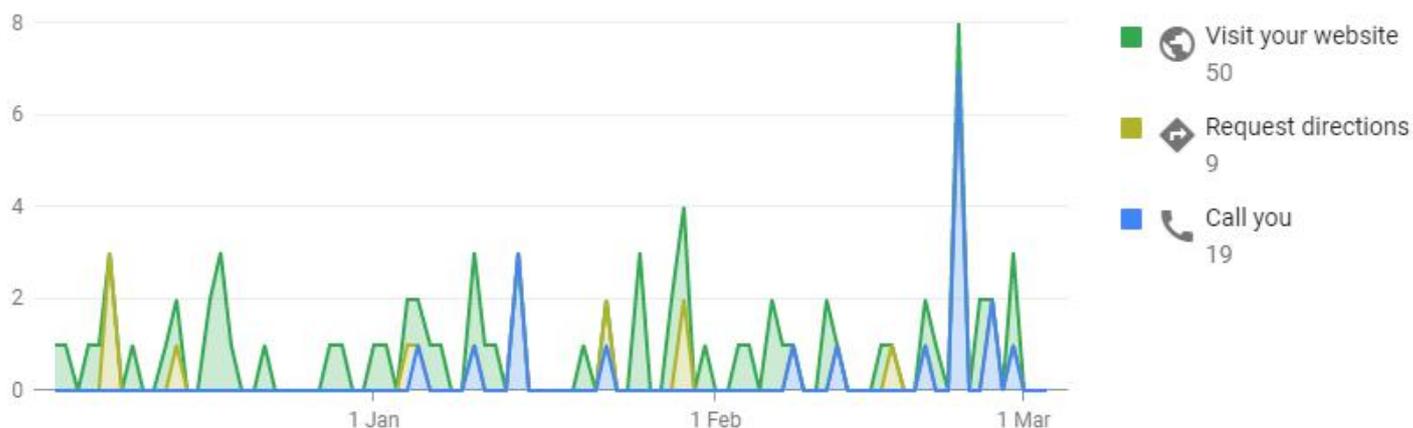
Total views 5.27K



The views section shows just how many consumers have viewed your listing, both on Search and Maps. The Listing on Search indicator shows how many people viewed your Google My Business within the 3-pack whereas the Listing on Maps shows how many people viewed your listing by either searching it on Google Maps, or clicking through using the 'More Places' button.

CUSTOMER ACTIONS

Total actions 78



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. Dr Jones PC Support have received 9 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 consumer contact is never guaranteed (as the age-old saying goes, you can lead a horse to water but you can't make it drink). We can only improve the rankings of the listing and put their business in front of users, we cannot make them interact with the listing.

CONCLUSION

Although the listing is ranking very well for most targeted terms, there is always room for improvement; rankings fluctuate every day, but staying within the 3-pack for as many keywords as possible is vital. Our team are always keeping up-to-date with new additions to Google My Business as it is one of the best ways to increase relevance and improve how much Google trusts a business. 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.

50

WEB CLICKS

5.2K

VIEWS