

OUTRANK LOCAL SEARCH CASE STUDY

IMAGE



IMAGE GMB

The Google My Business listing for Image was not performing well prior to the optimisation carried out by our team in November 2016. The struggle to rank within the 3-pack for what they are, a tailor, showed that ranking for your services is hard when you are not trusted by Google. Well-known within their local area, their rankings were nowhere to be found online outside of a 1-2 mile radius or a search for their brand; the majority of business was coming from word-of-mouth recommendations from existing customers. Although word-of-mouth is a huge part of any business, especially one offering services locally, a strong online presence can increase the amount of customers using a company tenfold.

Now, business is booming for Image, and a lot of potential customers are finding them due to their presence within the 3-pack (although retaining the client base is down to the fantastic work that they produce!). Building trust with Google isn't easy nor can it be done quickly, but the statistics below prove that GMB listings can drive a lot of quality traffic to any business, and improve how relevant your business is for a specific query.

Below are screenshots of the GMB Insights for Image, outlining the performance of their listing over the last three months.

"We're extremely happy with our listing and how it performs. It helps us to maintain a steady flow of work and generates a lot of business for us."

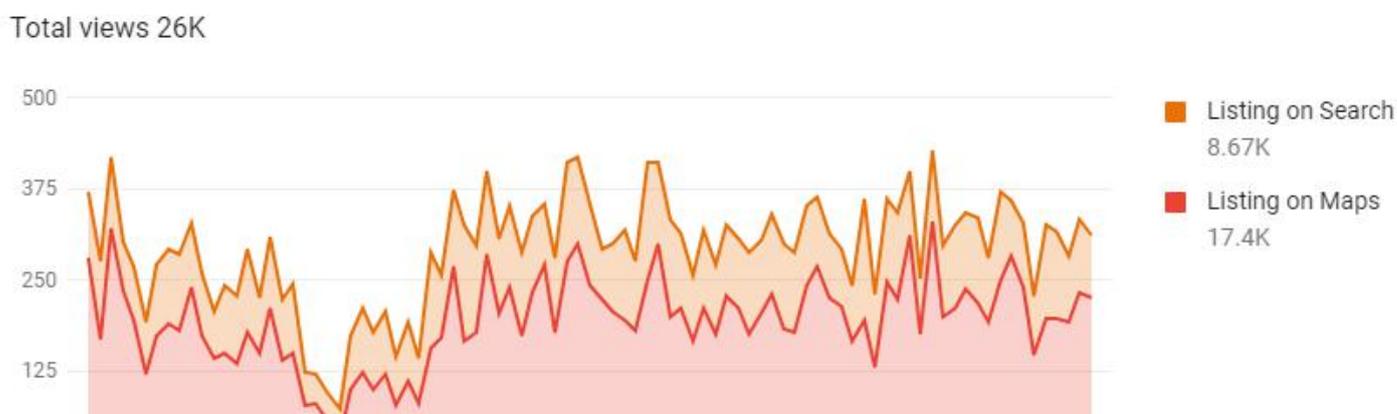
IMAGE
By Munever

HOW CUSTOMERS SEARCH FOR THE BUSINESS



The image above shows how the customers search when looking for Image, and the different category of searches that the listing ranks within. Most impressions come from a category, product or service search, which tells us that the optimisation is working. A few impressions do come from direct searches, meaning their brand is quite well-known within their local area. This is good news as it allows us to target different keywords within the listing without jeopardising how many views the listing receives.

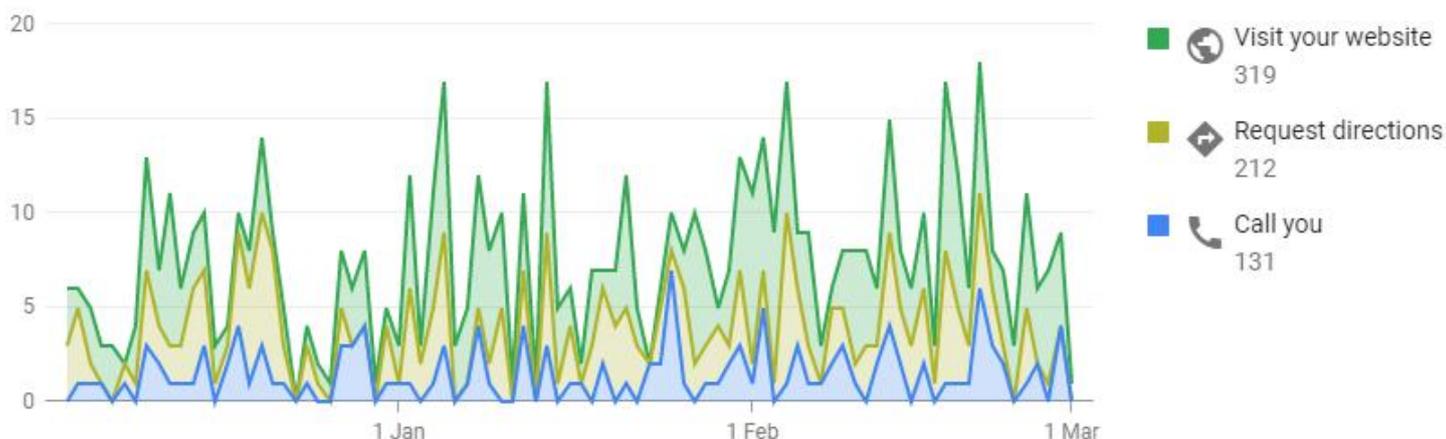
WHERE CUSTOMERS VIEW THE BUSINESS



As you can see above, the Google My Business listing for Image is ranking well within the Google SERPs (Search Engine Results Pages) and Google Maps itself. The graph also shows that for this specific industry, people are willing to delve a little deeper into Google Maps to find the business best suited to their needs.

CUSTOMER ACTIONS

Total actions 662



Customer actions show what people are actually doing when they find a Google My Business listing. When a customer clicks through to a website after finding a listing for an industry-related term, it shows Google that you are relevant for that specific term.

Directions can be used to find the premises of a business, so for an industry that relies on heavy footfall, showing an address on a Google My Business listing can be more beneficial than hiding it.

Calls can also be made to the business directly from the listing; if a consumer is using a mobile device and can see a number when they find your listing, they are much more likely to call you.

CONCLUSION

Since November 2016, Image has seen a surge in the amount of foot traffic through their doors and a lot of new business can be put down to the performance of their Google My Business listing. Image is a very valued customer of ours, and it's great to know that their business is thriving due to the work provided by our team. We look forward to continuing the working relationship that we have with Image for years to come.

131
CALLS

26K
VIEWS