

OUTRANK LOCAL SEARCH CASE STUDY

MB GAS & HEATING LTD



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MB Gas & Heating Ltd made the decision to become a Google My Business client of ours after finding ranking within the 3-pack was a struggle to do whilst also carrying out the day-to-day running of the business. After liaising with the client and choosing a few keywords to target through their listing, we got to work.

Based in Birmingham and wanting to target plumbing and heating-related keywords, we knew that it would be an arduous task but one we were more than capable of achieving. With the optimisation complete, we tracked the rankings and found that they were steadily improving.

Now, MB Gas & Heating Ltd can be found within the 3-pack for numerous industry-related keywords throughout Birmingham, including boiler installations.

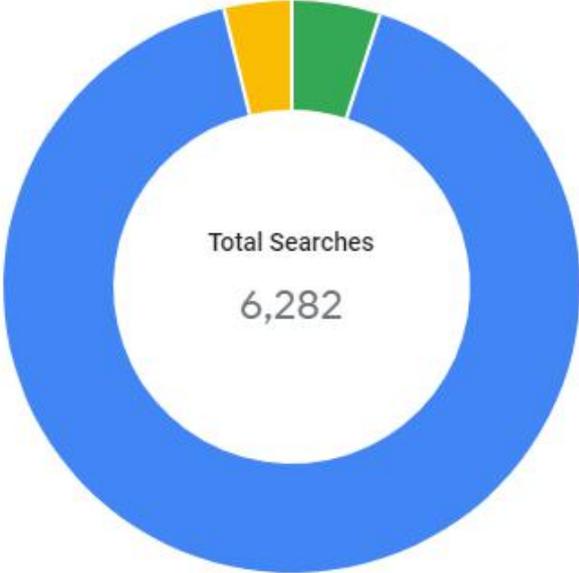
Although rankings fluctuate all of the time, they have maintained their positions within the 3-pack.

Below are screenshots of the Insights for MB Gas & Heating Ltd, showing how their Google My Business listing has been performing over the last quarter.

"I never used to have an online presence and relied on word of mouth business. Now, I am receiving calls all day from local customers in need of my help."



HOW CUSTOMERS SEARCH FOR THE BUSINESS

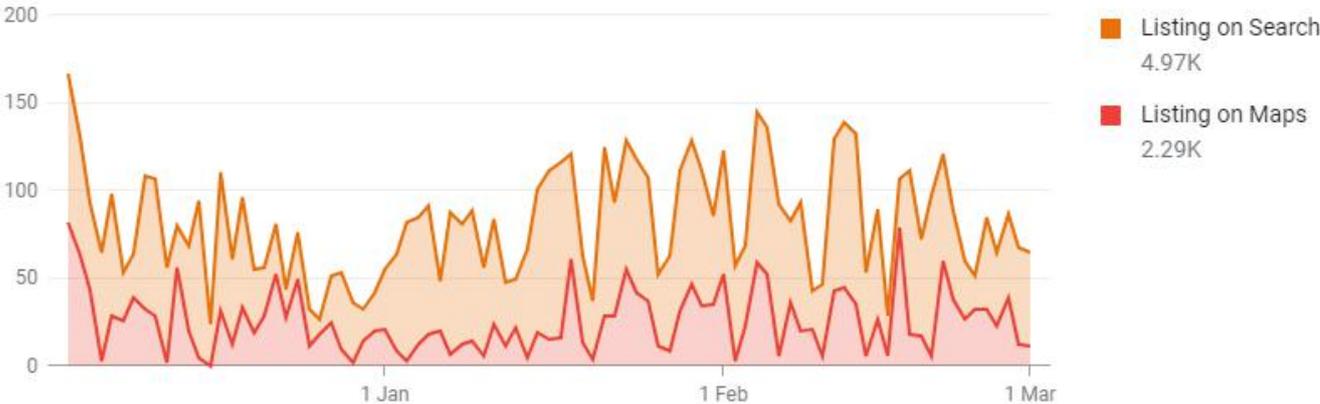


- Direct**
Customers who find your listing searching for your business name or address
- Discovery**
Customers who find your listing searching for category, product or service
- Branded**
Customers who find your listing searching for brand related to your business

Showing the different categories that users find the listing under, the image above is a fantastic tool to gauge whether people are searching using specific keywords, the business name/address or are performing more brand-related searches. As you can see, the majority of people finding the listing are performing a search using a category, product or service that this business offers. Proving that the business is now relevant for specific keyword searches, the listing is now generating a lot of appropriate traffic for MB Gas.

WHERE CUSTOMERS VIEW THE BUSINESS

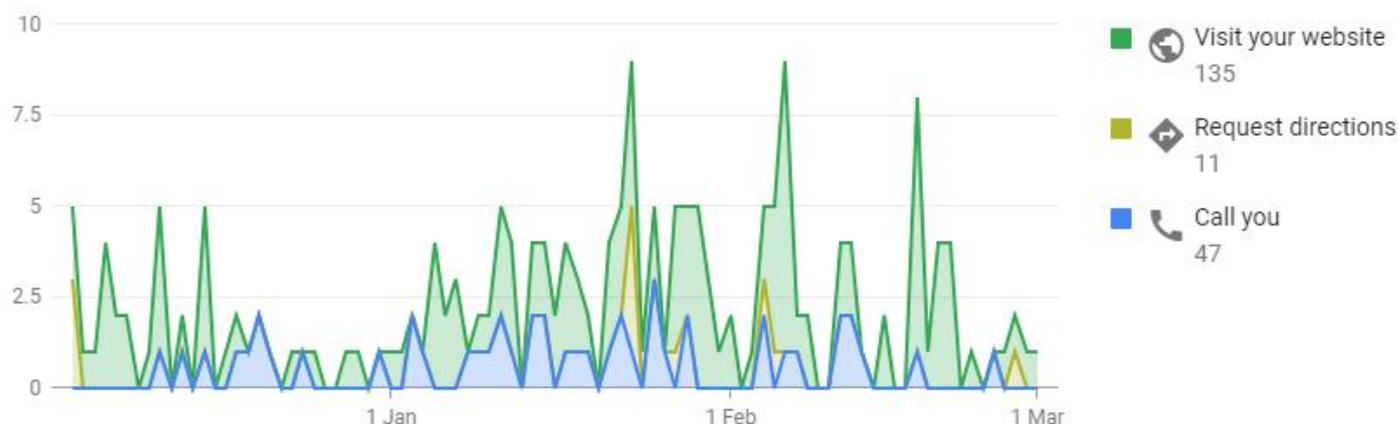
Total views 7.26K



The image above shows how many people view the Google My Business listing, and whether they view it on Search or Maps. For MB Gas & Heating Ltd, over half of their total views are coming from the Google SERPs (Search Engine Results Pages) as opposed to maps. Although, it does tell us that people searching for businesses within this industry do search beyond the 3-pack when browsing, which is good to know.

CUSTOMER ACTIONS

Total actions 193



The customer actions section lets you know 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. If the address is not hidden, directions can be used to find the location of a business. MB Gas & Heating Ltd have received 60 calls from their Google My Business listing over the last 3 months, proving that people do actually call straight from a Google My Business listing.

CONCLUSION

MB Gas & Heating Ltd have maintained their rankings within the 3-pack despite the constant fluctuation of listings. Competing for a spot within an area such as Birmingham is hard, but we achieved what we set out to do, and have increased the amount of consumers contacting MB Gas & Heating Ltd tenfold. Both ourselves and the client are very happy with how the listing is performing, but there's always room for improvement! Keeping on top of Google updates is vital to maintaining and improving how well a Google My Business listing performs; our team are always researching local SEO, especially Google My Business, to ensure that our clients are receiving the best possible service for their investment.

