

OUTRANK LOCAL SEARCH CASE STUDY

STONEHILLS HAIRDRESSING



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When Stonehills Hairdressing became a Google My Business customer of ours, their main aim was to rank and generate as many new customers as possible. Their team are brilliant at what they do, but they found that they were mostly receiving appointments from regulars.

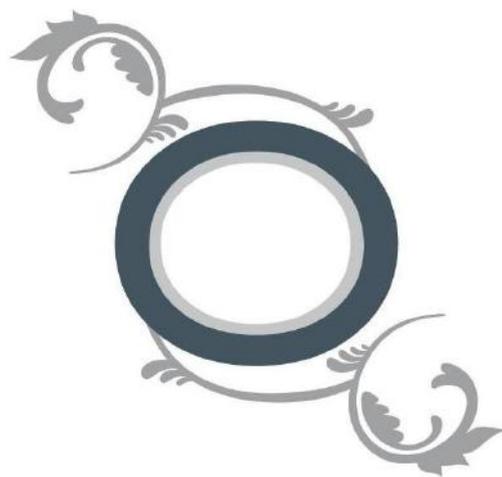
The terms hair salon, hairdressers and other related terms were targeted through their listing and the results were almost *instantaneous*. Since last year, they have maintained fantastic positions within the 3-pack, and haven't dropped from the top 3 places even once; this is quite an achievement considering Google rankings fluctuate every day.

Their brand is quite well-known (as you will see from the following image), which always helps. However, they were missing out on a lot of new business due to their listing not ranking within the 3-pack.

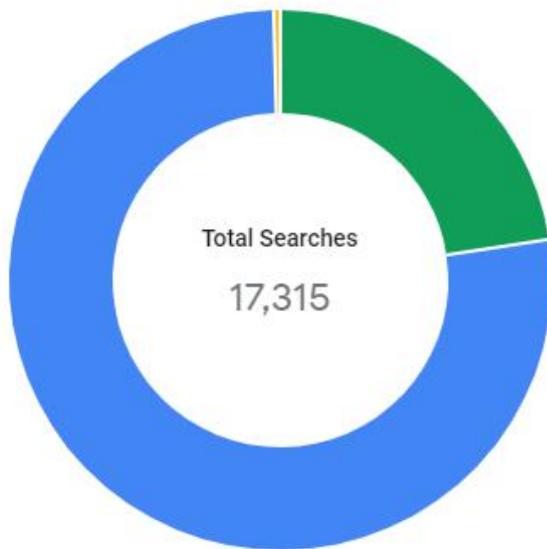
Throughout this Case Study, you'll be shown the Insights for Stonehills Hairdressing over a 3 month period. We're extremely happy with how the listing is performing and the client is too.

To see the Insights for Stonehills Hairdressing and information about each section, scroll down.

"Thanks to the guys at Outrank, we constantly have new customers booking with us! It really has revitalised our salon."



HOW CUSTOMERS SEARCH FOR THE BUSINESS

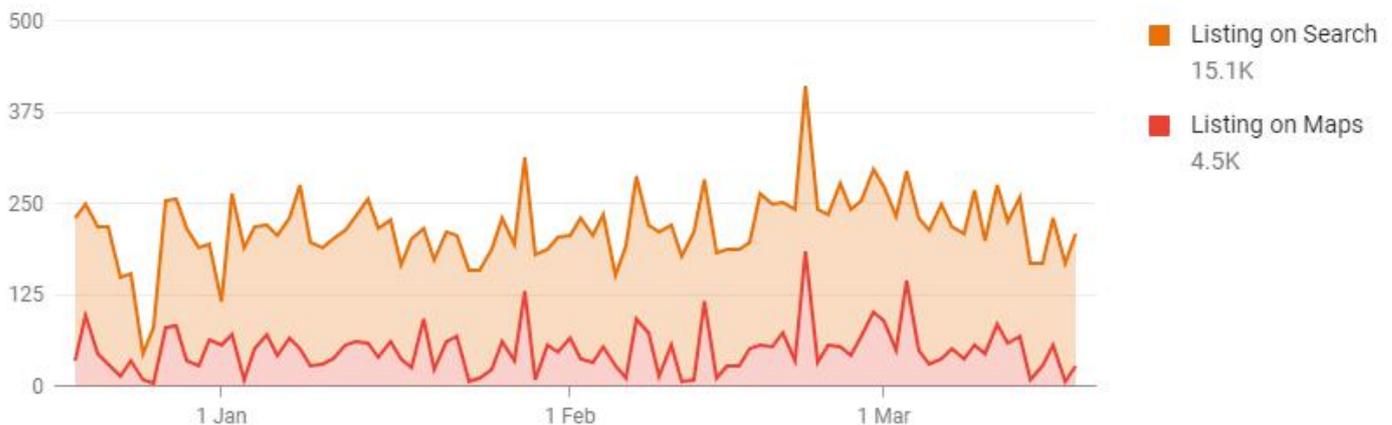


-  **Direct**
Customers who find your listing searching for your business name or address
-  **Discovery**
Customers who find your listing searching for a category, product or service
-  **Branded**
Customers who find your listing searching for a brand related to your business

As you can see from the image above, the searches for Stonehills Hairdressing fall into the discovery category for the majority of searches. However, almost a quarter of the searches are direct and a minimal number of branded searches are also performed. This gives us a great insight into how consumers are actually searching for the business; are they searching for their brand relating to the business (hair and beauty products in this case), are they performing direct searches for their business name or are they searching for a specific product or service? The image shows us that although their brand is quite well-known due to the number of searches falling into the direct category, more people are finding their listing for a category, product or service search; this means that the optimisation is working as intended, as the listing is being found for searches such as hair salon within their area.

WHERE CUSTOMERS VIEW THE BUSINESS

Total views 19.6K

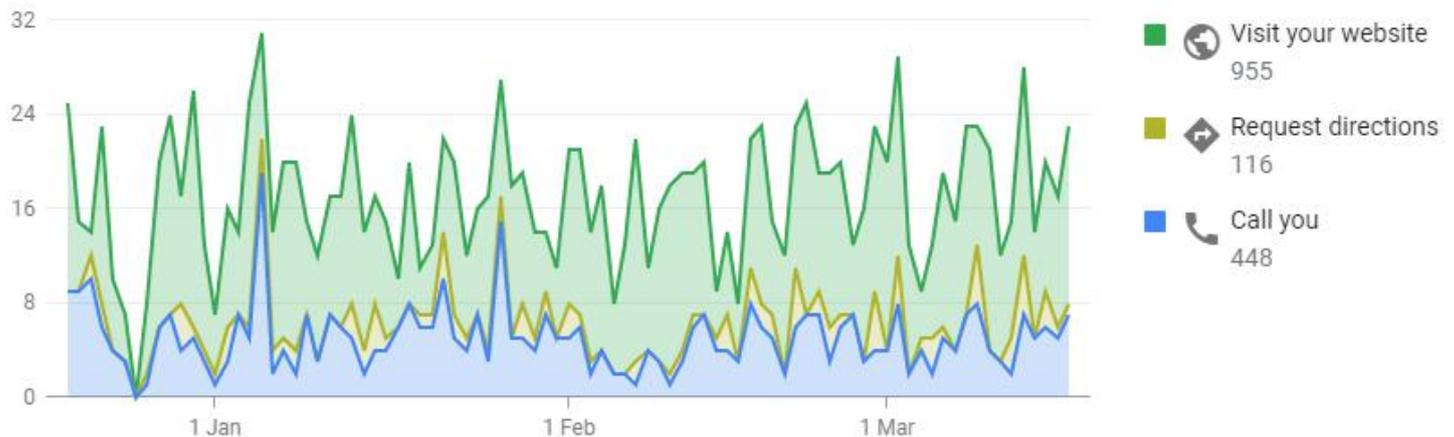


With over 19,000 total views for their listing and the majority of them coming from the SERPs (Search Engine Results Pages), the listing is performing remarkably considering the targeted industry. With this many views, it's almost guaranteed that there will be some form of interaction from consumers who find your business on Google (although we can't force people to do so).

As an agency, we absolutely love seeing large numbers like this. It means that we're doing what we do best, which is making a difference to our clients and their businesses.

CUSTOMER ACTIONS

Total actions 1.52K



It's important to see how many people have interacted with a Google My Business listing over a given period of time. Stonehills have received over 1,500 total actions on their listing over a 3 month period; 955 website visits, 116 direction requests and 448 calls. When a consumer clicks through to the website after finding the listing for a specific term, it alerts Google to the fact that they may be relevant for the specific phrase used.

Directions can be used to find the premises of a business, so for an industry that relies heavily on people visiting their premises for their services, a properly-optimised Google My Business listing can be very beneficial.

Calls can also be made to the business directly from the listing; if a Google user is using a mobile device and can see a number or call option when they find a listing, they're much more likely to call.

CONCLUSION

In conclusion, the Google My Business listing for Stonehills Hairdressing is performing very, very well. The optimisation combined with their already-established brand has generated amazing results for the business; a constant stream of customers is necessary for any company, especially one that offers a number of different services with different prices. The number of calls directly from the listing alone is fantastic, as this could very well mean they've had 448 appointments made over a 3 month period; that's without considering that even half of the web clicks turned into an appointment, or the direction requests being random walk-ins.

