

Local SEO Case Study: From Low Visibility to Market Leader for a Regional Home Service Brand

Client Overview: Multi-Trade Home Services SEO

A regional home services company approached our team with one key goal: to improve local search performance across multiple service categories including plumbing, heating, and HVAC repair. While the client had an existing website and Google Business Profile (GBP), their visibility in local search was fragmented. Inconsistent rankings across core service areas meant lost opportunities — especially for high-intent queries like “emergency plumber near me” or “HVAC contractor [city]”.

Over a 5-month campaign, we implemented a multi-faceted Local SEO strategy focused on technical audits, GBP optimization, high-impact content creation, backlink acquisition, and ongoing rank tracking. Our approach delivered measurable growth in organic traffic, significant Google Maps improvements, and increased service calls from local customers.

Strategy & SEO Set-Up: Creating a Local Domination Framework

Competitor Mapping & Baseline Audit

We began with a localized competitor audit to evaluate GBP listings, content structures, and backlink strategies used by the top two providers in each core service category. This allowed us to benchmark what worked in the client’s market and

pinpoint key gaps. Simultaneously, we audited the client's GBP, citations, and website performance (crawlability, schema, page speed, indexing).

Keyword Targeting by Intent & Geography

Using an intent-driven keyword framework, we clustered high-value transactional terms (e.g., "HVAC Service", "furnace installation") with location-modified variants. This semantic keyword hierarchy shaped our site architecture and ensured relevance for both Maps and organic queries.

Campaign Planning & Task Prioritization

A detailed execution sheet was developed, outlining content deliverables, monthly GBP actions, audit tasks, backlink quotas, and optimization sprints. This roadmap ensured that each tactical activity was aligned to business goals and tracked across monthly strategy reviews.

Execution Phase: Technical Fixes, Content, GBP Growth

Technical SEO Optimization

We resolved core technical blockers: 404 errors, duplicate pages, slow load times, and image compression issues. Schema markup was added to service pages using relevant types (e.g., [Plumber](#), [HVACBusiness](#)) to enhance local indexing.

GBP Optimization & Activity Layering

Google Business Profiles were refreshed with optimized categories, services, and business descriptions. Over the campaign, we added:

- Weekly GBP posts and service offers
- Consistent upload of geo-tagged images and videos
- Answered GBP Q&A and engaged in proactive review management

Local Content Deployment

To build topical authority, we created and optimized:

- Service pages for plumbing, heating, and HVAC
- Supporting blog content focused on seasonal issues and FAQs
- Localized landing pages that matched query intent

This was paired with semantic content improvements across existing thin or outdated service pages.

Link Building & Local Authority Signals

We executed a diversified backlink and signal acquisition strategy that included:

- 30+ monthly local citations from authoritative directories
- Map embeds, G-stacks, and cloud-based brand stacks
- Guest posting on niche-relevant industry blogs
- Press mentions and long-form branded content syndication

This layered signal graph improved both local trust and brand prominence in Google's ecosystem.

Rank Tracking & Reporting

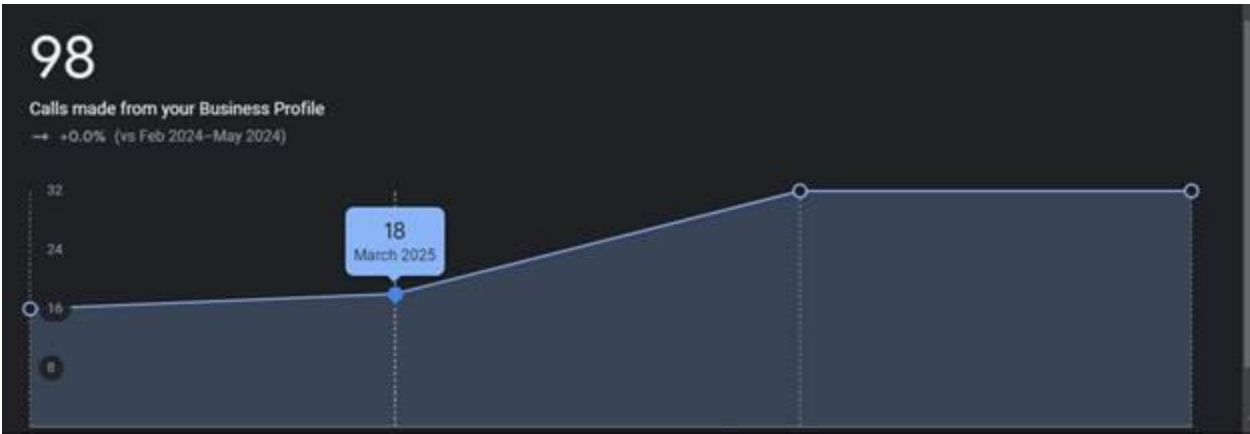
We deployed a dual-tracking approach:

- **GeoGrid scans** via Local Dominator for service-specific keywords in various zones
- **Keyword rankings** monitored through a rank tracker tied to GSC performance

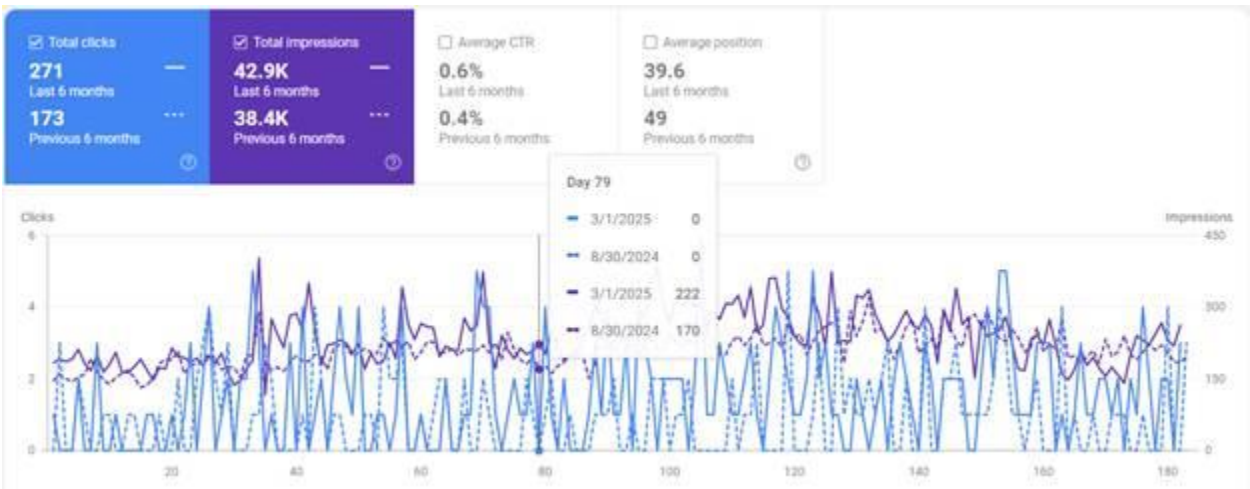
This allowed us to adjust strategies in real-time and target weak zones with focused content or citation bursts.

Results: Growth Across Maps, Search, and Engagement

Google Business Profile Growth



Organic SEO Performance (GSC)

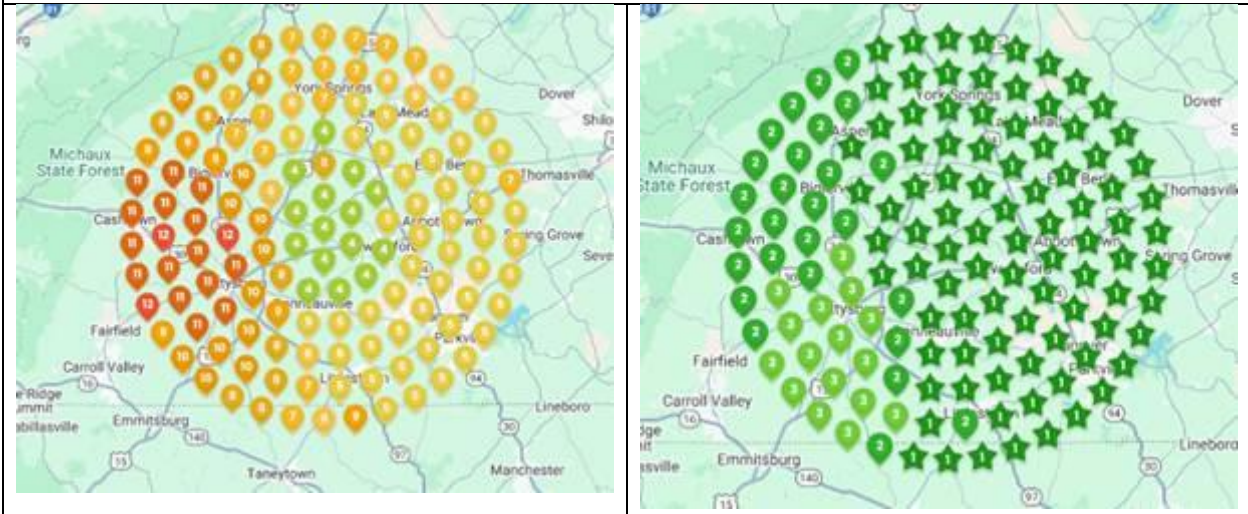


Local Ranking Highlights (GeoGrid Visuals)

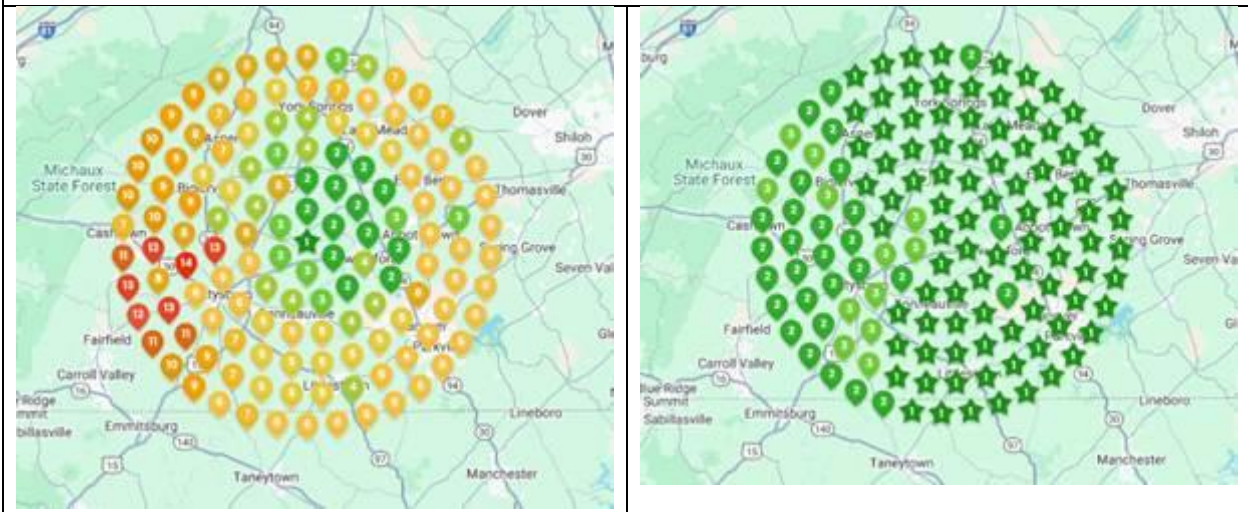
Core keywords tracked:

- “plumbers near me”
- “HVAC contractor”
- “HVAC Service “

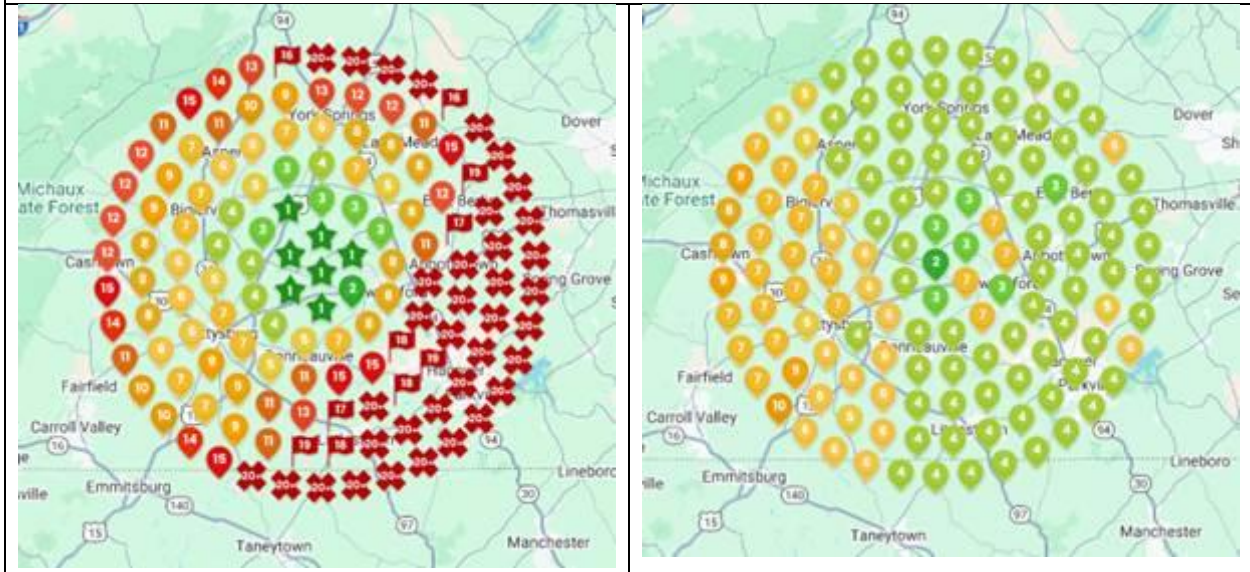
Search term: HVAC Contractor



Search Term: plumbers near me



Search Term: Plumbers in gettysburg



Final Thoughts

This campaign demonstrates how a layered Local SEO approach — focused on relevance, technical foundation, and off-page signals- can move the needle in even competitive markets. By focusing on what Google prioritizes in the local ecosystem (entities, authority, and proximity), we were able to drive real business outcomes that will compound over time.