

OVERVIEW

Client

Finance – Wealth Management

Campaign Length

18 Months

Objectives

To drive local awareness and website visits to recently-opened business locations

Total Investment

\$75,600

Geography

Major cities across the U.S.

Products Utilized

Local SEO (21 locations)

RESULTS

237%+

Total increase in Google Map views across all Google Business Profile (GBP) listings

137%+

Total increase in engagement across all Google Business Profile (GBP) listings

1,604

Number of updates to out-of-date listing information

140

Number of duplicate listings suppressed

STRATEGY & SOLUTIONS

- LocalOne SEO is crucial for franchises, multiple-location, and small- and medium-sized businesses
- The Local SEO team monitored campaigns closely to ensure relevancy and accuracy
 - Photos were optimized and added quarterly
 - Google Business Profile (GBP) listing was filled out and checked for quality assurance on Google Maps and Search
- Local schema was implemented
- This allowed the brand name to be considered more reputable by updating and managing each Google Business Profile (GBP) listing and ensuring that listings were uniform across directories