

CASE STUDY



Plumbing

Utah based residential plumbing company targeting emergency drain and leak repair.

**628 calls, 643
website visits
& 687 direction
requests**

Organic leads increased 82% with first time site visitors increasing by 21%. Over 14K interactions on Google Maps.

www.ripe.marketing

WHAT WE DID

Combination of SEO & Google Maps Optimization

Ongoing optimization targeting local search in maps and area directories.



Keyword Analysis

Research and keyword generation of relevant search terms and removal of irrelevant keywords or non-effective search terms.



Google Maps Optimization

Optimized Google Business Profile to streamline user experience and prompt action taking behavior.



Content Development

Developed monthly content focusing on local search strategy and internal website linking.



Google Maps Posting

Increased awareness of business in local community with new and relevant content on a regular basis.

TRANSLATION:

Increased visibility in front of the people that were ready to book jobs, with a spike in calls and booked appointments.

CASSEE STUDY