

123% SURGE IN LOCAL LEADS: HOW PREMIUM POSITIONING PAID OFF FOR A CLEANING BRAND



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Overview

A premium home cleaning service provider in the Seattle metro area partnered with Ignite Visibility to improve visibility in a market saturated with low-cost competitors. From December 2024 to May 2025, Ignite Visibility implemented a hyperlocal SEO strategy that increased both traffic and qualified leads, reinforcing the brand's position as a premium choice in a competitive market.

Challenge/Opportunity

Challenge: Rising competition and overlapping service areas (combined with algorithm volatility) made it difficult to maintain top local rankings.

Opportunity: Strengthen local authority with geo-targeted content and hyperlocal pages to attract high-intent leads and defend premium positioning.

Strategy & Tactics

- Developed **geo-targeted** service pages for core cleaning terms
- Consistent **Google Business Profile (GBP)** posting and optimization
- Refreshed **homepage meta descriptions** and on-page content
- Launched **hyperlocal service pages** to capture nearby search volume

Results

+ 123.2%



Form Submissions

+ 116.7%



Click-to-Call Actions

+ 61.4%



Engaged Sessions

+ 51.6%



Total Sessions

Work With Ignite Visibility

This brand achieved measurable organic growth through precise local SEO targeting and brand positioning. By aligning content with customer intent and strengthening geographic relevance, Ignite Visibility helped position the brand to dominate a saturated space while maintaining its premium status.