

220% GROWTH IN ORGANIC TRAFFIC: LOCAL SEO SUCCESS FOR HOME SERVICES BRAND



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Overview

From January to May 2025, Ignite Visibility partnered with a franchise-based home improvement company focused on custom shelving and storage solutions. Through a focused local SEO campaign, the brand's Columbus location saw dramatic year-over-year growth in organic visibility, user engagement, and lead generation.

Challenge/Opportunity

- Faced rising competition from local and national brands investing heavily in hyper-local content.
- Struggled with ranking volatility due to algorithm updates and limited visibility on key service/geographic terms.

Strategy & Tactics

- **Content Expansion:** Created strategic service pages and geo-targeted pages to match local search intent.
- **Google Business Profile (GBP) Optimization:** Regular GBP posting and updates to keep the profile fresh and locally relevant.
- **Technical SEO Enhancements:** Refreshed meta descriptions on the local homepage to improve CTR.
- **Sustainable Growth Mindset:** Emphasized that SEO is a long-term investment and structured efforts accordingly.

Results

+ 220%



New Users

+ 900%



Click-to-Call Actions

+104%



Engaged Sessions

+ 80%



Consult Forms

Work With Ignite Visibility

Despite increased competition and algorithm volatility, this client achieved significant, sustained growth through a strategic, localized content and optimization effort. This demonstrates that with targeted execution, even brands in saturated markets can thrive in organic search and drive commercial results.