

LOCAL SEO BREAKTHROUGH: 1848% GROWTH IN ORGANIC TRAFFIC FOR HOME SERVICES BRAND



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IGNITEVISIBILITY.COM

Overview

A leading electrical services provider in a major U.S. metro area partnered with Ignite Visibility in January 2025. The market had become saturated with aggressive competitors, making organic visibility and consistent lead generation increasingly difficult. Ignite Visibility implemented a tailored Local SEO strategy, focusing on high-intent traffic, to help the brand stand out in search.

Challenge/Opportunity

Challenge: Rising competition and algorithm shifts intensified local SEO saturation, requiring strategic differentiation and ongoing optimization.

Opportunity: Reach high-intent customers searching for specific electrical services through organic visibility and local map pack exposure.

Strategy & Tactics

- Built **geo-targeted service pages** aligned with high-volume search terms.
- **Optimized Google Business Profile (GBP)** with consistent posting and updates.
- Refreshed **local homepage meta descriptions** for better search visibility.
- Emphasized long-term growth understanding that SEO performance compounds over time.

Results

+ 1848%

New Users

+ 700%

Click-to-Call Actions

+ 646%

Estimote Forms

+ 1696%

Total Sessions

Work With Ignite Visibility

By focusing on high-performing service terms and location-based targeting, this home services client saw exponential growth in traffic, engagement, and conversions. The combination of technical SEO, content expansion, and local optimization allowed them to break through a saturated market and position themselves as a top performer in local search.