

# How We Delivered **44% Increase** in Website Sessions and **50% Increase** in Calls From GBP YoY

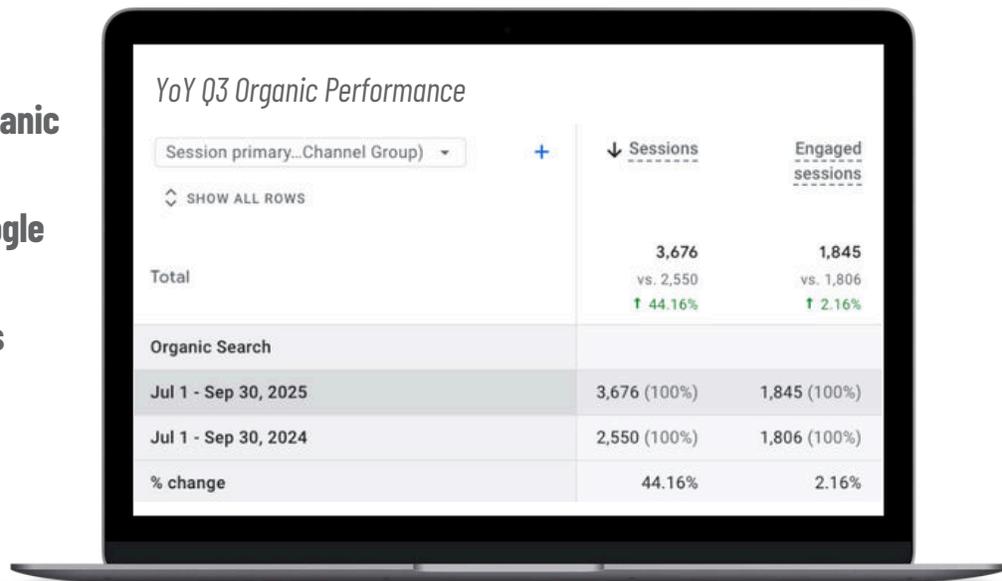
## EXECUTIVE SUMMARY

A multi-location pest control franchise partnered with Ignite Visibility to accelerate organic growth and increase lead volume across its franchise locations. With a clear goal of generating more leads from organic traffic, we implemented a comprehensive **local SEO strategy** focused on Google Business Profile (GBP) optimization, localized content, and authoritative link building.

As a result of these efforts, the franchise achieved a **44% year-over-year increase in website sessions and a 50% year-over-year increase in phone calls from Google Business Profile**, alongside significant gains in keyword visibility, impressions, and local rankings. This campaign demonstrates how a structured, scalable SEO strategy can drive measurable business impact for franchise and service-based brands.

The results speak for themselves:

- **44% year-over-year increase in organic website sessions**
- **50% year-over-year increase in Google Business Profile phone calls**
- **3,606 total keyword rankings across franchise locations**
- **7% increase in referring domains quarter-over-quarter**



## CAMPAIGN STRATEGY & TACTICS

We designed an SEO program centered on the factors that matter most for local and franchise-based search performance. The strategy focused on improving both **local map pack visibility** and **localized organic search rankings**, ensuring customers could easily find and contact nearby franchise locations.

- **Local SEO Foundation:** Ensured each location was positioned to compete effectively in its respective market.
- **Google Business Profile Optimization:** Focused on map pack visibility for high-converting local searches.
- **Localized Content & Geo-Area Pages:** Built content strategies tailored to each market's demand and search intent.
- **Authority Building & Local Link Acquisition:** Built 285 directory listings across all franchise locations and secured 26 guest blog placements across multiple locations.
- **Keyword Targeting & Conversion Focus:** Each location targeted 3-5 high-intent service keywords, aligned with the services most likely to generate calls and online bookings, ensuring SEO efforts translated directly into lead growth, not just traffic.

## RESULTS & BUSINESS IMPACT

### SUMMARY



**+61%** YoY increase in search impressions



**+44%** YoY increase in organic website sessions



**+50%** YoY increase in Google Business Profile phone calls



**3,606** total keyword rankings, including **310** page-one rankings



**+7%** quarter-over-quarter increase in referring domains

## PLATFORMS, TOOLS & TECH STACK

We combined native Google features with external tools to push performance further:

### Platforms Used:

- Google Business Profile
- Google Search Console
- Google Analytics
- Ignite Visibility proprietary SEO reporting dashboards
- Web-based performance and ranking reports

## THIRD-PARTY & SUPPORTING TOOLS

- Local citation and directory management platforms
- Call tracking and attribution tools
- Keyword ranking and competitive analysis tools
- Link building and outreach platforms

## RESULTS & BUSINESS IMPACT

- **44% YoY increase in organic website sessions**, expanding top-of-funnel visibility across locations and driving more high-intent traffic.
- **50% YoY increase in Google Business Profile phone calls**, translating improved map pack visibility into more inbound leads.
- **61% YoY increase in search impressions**, strengthening brand presence across competitive local markets.
- **Thousands of keyword rankings with hundreds of page-one positions**, supporting consistent local visibility and sustained lead generation.
- **7% quarter-over-quarter growth in referring domains**, improving domain authority and long-term ranking stability.

## FINAL THOUGHTS

Ignite Visibility's local SEO expertise helped this multi-location pest control franchise business turn visibility into real business growth. By focusing on the most impactful ranking factors, optimizing Google Business Profiles, and executing scalable local strategies, Ignite Visibility delivered measurable results that directly supported lead generation goals.

If you're a franchise or service-based business looking to increase local visibility, phone calls, and qualified leads, our SEO services can help you achieve sustainable growth. Reach out today to get started.