

How We Achieved **24%** YoY Growth in Organic Sessions and **207% Increase** in Impressions for a Home Services Franchise

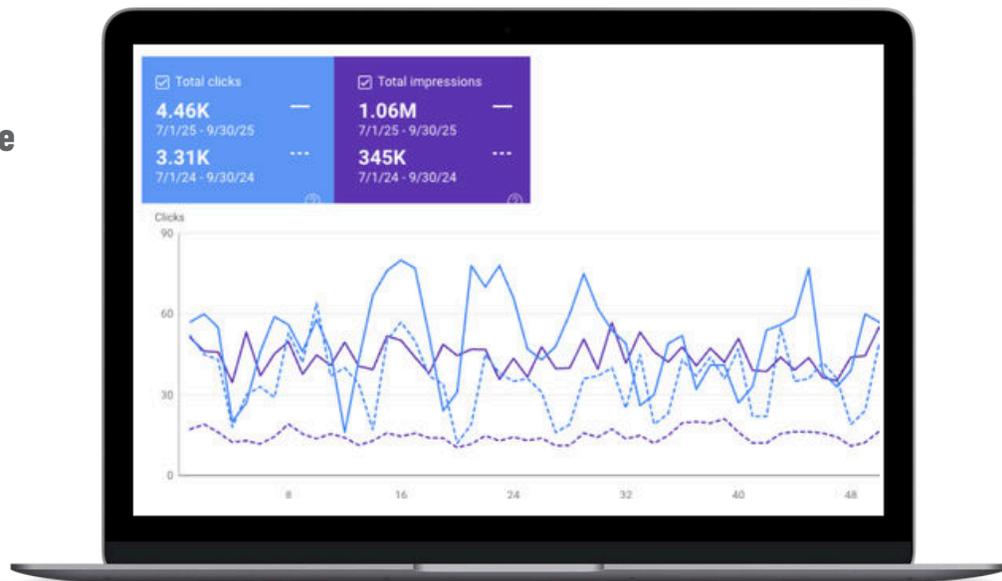
EXECUTIVE SUMMARY

A multi-location home services franchise partnered with Ignite Visibility to accelerate franchise growth by increasing local visibility, organic traffic, and lead volume. With a focus on generating more calls and online bookings across multiple locations, we implemented a comprehensive local SEO strategy that included Google Business Profile optimization, localized geo-area pages, targeted content, and local link building.

As a result, the franchise achieved a 24% year-over-year increase in organic website sessions and a 207% year-over-year increase in impressions in Q3 2025. This campaign demonstrates how a structured, scalable SEO program can drive measurable results for home services franchise businesses.

Key Results:

- **24% YoY increase in organic website sessions**
- **207% YoY increase in impressions**
- **129 local pages optimized across franchise locations**
- **332 page 1 keyword rankings**



YoY Q3 Organic Performance

CAMPAIGN STRATEGY & TACTICS

Ignite Visibility designed an SEO program focused on improving both local map pack visibility and localized organic search rankings, ensuring customers could easily find and engage with nearby franchise locations. Key strategic pillars included:

- **Local SEO:** Positioned each location to compete effectively in its local market.
- **GBP Optimization:** Focused on improving map pack visibility and local leads.
- **Local Link Building and Authority Building:** Acquired links and citations to strengthen location authority.
- **Keyword Targeting:** Each location focused on 3-5 high-intent service keywords to drive calls and online bookings.
- **Customer Portal Management:** Maintained consistent, up-to-date information across all locations.

RESULTS & BUSINESS IMPACT

SUMMARY



+24% YoY increase in
organic website sessions



+207% YoY increase in
impressions



332 page 1 rankings



129 local pages optimized

PLATFORMS, TOOLS & TECH STACK

Platforms Used:

- Google Business Profile
- Google Search Console
- Google Analytics
- Ignite Visibility proprietary SEO reporting dashboards

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 programs

RESULTS & BUSINESS IMPACT

- **24% YoY increase in organic sessions:** Expanded top-of-funnel visibility and drove more high-intent traffic to franchise locations.
- **207% YoY increase in impressions:** Increased exposure for key service areas, contributing to higher brand awareness.
- **129 local pages optimized:** Ensured each location had a strong presence in local search results.
- **332 page 1 rankings:** Improved visibility for high-priority keywords, resulting in more calls and online bookings.

FINAL THOUGHTS

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

For franchises and service-based businesses looking to increase local visibility, calls, and online bookings, Ignite Visibility provides proven, results-driven SEO services that scale.