

# How We Increased Organic Bookings by **38%** and Page One Rankings by **28%** for a Home Services Franchise

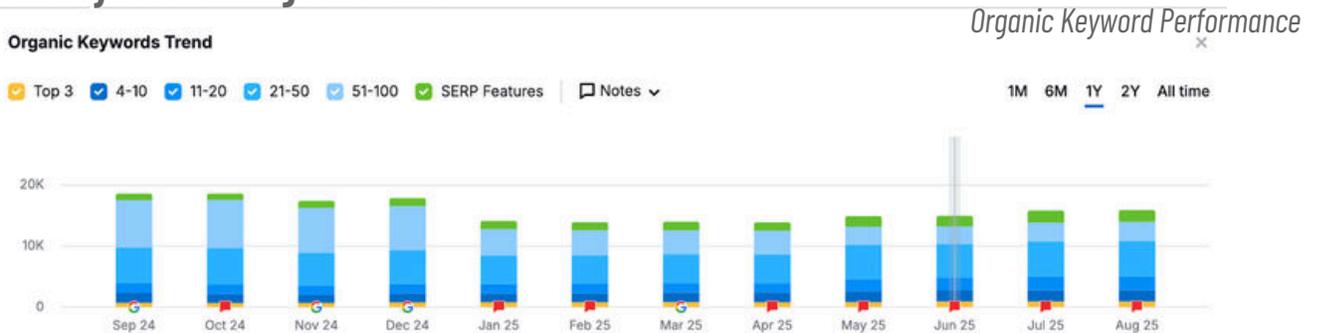
## EXECUTIVE SUMMARY

A multi-location home services franchise that specializes in junk removal, partnered with Ignite Visibility to grow **franchise-level visibility, organic traffic, phone calls, and form fills** across both residential and commercial markets. With a focus on **scalable local SEO**, we implemented a search engine optimization strategy centered on Google Business Profile optimization, localized content development, citation building, and high-intent keyword targeting.

Through consistent execution and clear, custom reporting, the franchise **achieved significant gains** in organic bookings, keyword rankings, and location-level performance in Q2 2025. This case study highlights how a structured SEO program can drive measurable lead growth for service-based franchise businesses.

The results speak for themselves:

- **16% YoY increase in site-wide organic “Book Now” completions**
- **38% YoY increase in organic search bookings from locations in the program**
- **28% YoY increase in page one keyword rankings**
- **15,000 total keyword rankings site-wide**



## CAMPAIGN STRATEGY & TACTICS

Ignite Visibility designed an SEO program focused on **driving high-intent local visibility** while supporting **national brand authority** across franchise locations.

- **Google Business Profile optimization:** Improved local map pack visibility and increased calls and form fills.
- **Localized keyword targeting:** Each location focused on three to five high-intent service keywords aligned with booking behavior.
- **Localized content development:** Built and optimized location and service pages to capture geo-qualified search demand.
- **Authority building:** Secured high-quality backlinks to support national SEO performance.
- **Local citation building:** Strengthened local authority and NAP consistency across all franchise locations.
- **Custom reporting and communication:** Provided clear performance insights to ensure alignment with

## RESULTS & BUSINESS IMPACT

### SUMMARY



**15,000** total keyword rankings



**+38%** increase in organic location-level bookings



**+16%** growth in "Book Now" completions



**+28%** increase in page one rankings

## 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
- Keyword ranking and competitive analysis tools
- Technical SEO auditing tools
- Link building and outreach platforms

## RESULTS & BUSINESS IMPACT

- **38% increase in organic location-level bookings:** Converted improved visibility into higher-quality leads.
- **16% growth in "Book Now" completions:** Demonstrated stronger site-wide conversion performance.
- **28% increase in page one rankings:** Expanded presence for high-intent service keywords.
- **15,000 total keyword rankings:** Strengthened long-term organic visibility at both national and local levels.

## FINAL THOUGHTS

Ignite Visibility's local and franchise SEO expertise helped this junk removal services brand translate increased visibility into real business outcomes. By combining technical SEO, localized content, Google Business Profile optimization, and consistent communication, we delivered scalable growth across franchise locations.

For service-based franchises looking to increase rankings, traffic, calls, and bookings, Ignite Visibility offers proven SEO strategies designed to drive long-term performance.