

# THIS SEO STRATEGY INCREASED PAGE 1 KEYWORD RANKINGS FOR A MULTI-LOCATION FRANCHISE BY 80%



(619) 752-1955



IGNITEVISIBILITY.COM

## Overview

A multi-location franchise in a competitive seasonal market struggled with fragmented PPC campaigns, poor local SEO visibility, and wasted ad spend. We transformed their strategy, optimizing their digital presence and boosting conversions.

## Challenge/Opportunity

- **Seasonality Constraints:** Timing and budget allocation were critical for lead generation
- **PPC Inefficiencies:** Overlapping ads wasted spend and limited local targeting effectiveness
- **SEO Limitations:** The brand lacked visibility across multiple service areas, needing stronger Google Business Profile optimizations and local content strategies



## Strategy & Tactics

### Strategic PPC Optimization

- **Precision Keyword Targeting:** Focused on high-intent searches, reaching the right audience at the right time
- **Advanced Geo-Targeting:** Leveraged radius-based bidding to eliminate inefficiencies and maximize reach
- **Enhanced Conversion Features:** Deployed ad extensions, site links, and callouts to drive more leads
- **Seasonal Bid Adjustments:** Optimized spend allocation to align with peak demand periods

### Hyperlocal SEO Domination

- **Google Business Profile Enhancements:** Optimized listings with rich media, Q&As, and keyword-driven descriptions
- **Authority-Building Backlinks & Citations:** Strengthened the website's domain authority for long-term organic growth
- **Expanded Hyperlocal Pages:** Created targeted content to boost local search rankings

## Results

- +63% increase in engaged sessions from paid search
- 80% of Locations ranking on page 1 for top keywords
- +10% YoY Growth in branded search clicks.
- Lowest-Ever CPL: Cost per lead dropped to just \$30.46, maximizing efficiency

**+63%**

Increase in Engaged Sessions from Paid Search

**+10%**

YoY Growth in Branded Search Clicks

## Work With Ignite Visibility

Ignite Visibility leveraged data-driven PPC and precision local SEO to help this business dominate its market, cut wasted ad spend, and drive high-quality leads at a lower cost. Want the same results? Contact us now.