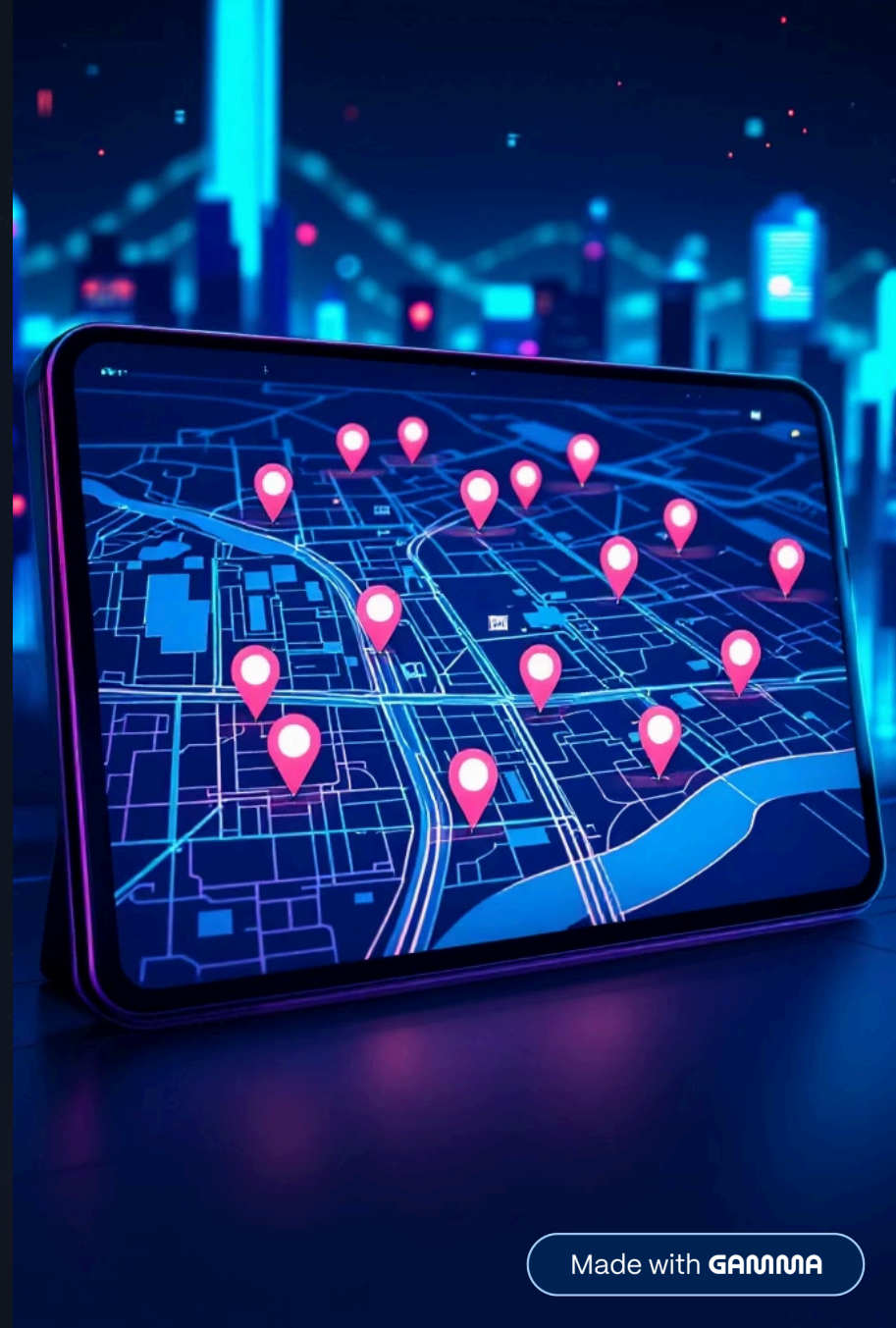


Google Maps Ranking Improvement for a Local Business

From invisible on page 3 to dominating the local map pack — a targeted local SEO transformation delivered in just 90 days.

CASE STUDY

LOCAL SEO



Made with GAMMA



The Challenge

Buried on Page 3 with Almost Zero Local Traffic

The Problem

This local business was effectively invisible online. Despite offering quality services, they were languishing on page 3 of Google Maps results — a digital graveyard where fewer than 1% of searchers ever venture. The result? Near-zero inbound local traffic, lost leads to competitors, and a growing gap in revenue potential.

Why It Matters

Over **76% of local searches** result in a business visit within 24 hours. Being outside the map pack isn't just an inconvenience — it's a direct hit to the bottom line. Every day off the first page is a day of lost customers.

The Strategy

A Three-Pillar Local SEO Approach

Rather than applying generic tactics, a precise, multi-layered strategy was built around the three core ranking signals Google uses to evaluate local businesses.



Proximity Signals

Strengthened geographic relevance through precise NAP consistency, geo-tagged content, and location-specific landing page optimization to reinforce the business's physical footprint.



Keyword Relevance

Conducted deep local keyword research and embedded high-intent, location-based search terms throughout the Google Business Profile, website, and citation listings.



Authority Building

Developed trust signals through systematic citation building, GBP activity optimization, and structured review generation campaigns to signal credibility to Google's algorithm.

Execution

My Role: Four Key Areas of Implementation

1

Google Maps Ranking Strategy

Developed and led the end-to-end local search strategy, diagnosing ranking gaps, identifying competitor weaknesses, and building a 90-day execution roadmap tailored to the target location and service category.

2

Local Citation Building

Audited and corrected existing citations across 40+ directories. Built new, consistent listings on high-authority platforms to strengthen the business's local data ecosystem and improve Google's confidence in its location data.

3

Review Optimization

Implemented a systematic review acquisition process, improving both the quantity and quality of customer reviews. Crafted response strategies to boost engagement signals and build public trust.

4

Behavioral Signal Improvement

Enhanced click-through rates, driving directions requests, and phone call interactions through profile optimization — sending Google strong engagement signals that elevated ranking authority.

The Process

From Audit to Map Pack in 90 Days



Each phase built on the last — establishing a solid foundation before layering on more advanced ranking signals. This sequenced approach ensured sustainable, algorithm-proof results rather than quick wins that fade.

The Results

90-DAY OUTCOME

Top 3

Map Pack Position

Moved from page 3 obscurity into the Google local map pack — the prime real estate where most local customers click.

3X

Local Lead Growth

Tripled inbound leads from local search within the first 90 days of the campaign going live.

90

Days to Results

Full transformation from page 3 to map pack achieved in under three months using a structured, repeatable strategy.

Before vs. After

A Complete Local Visibility Transformation



The contrast is stark. Every metric that matters to local business growth moved decisively in the right direction — not through luck, but through a disciplined, data-driven approach applied consistently over 90 days.



Key Takeaways

What This Case Study Proves

→ Local SEO Is a Multiplier

Getting into the map pack doesn't just improve visibility — it compounds. More visibility drives more clicks, more calls, more reviews, and higher rankings. The flywheel effect is real and measurable.

→ Strategy Beats Shortcuts

Sustainable rankings come from addressing all three Google ranking pillars — proximity, relevance, and authority — not from any single tactic. A structured, sequenced approach wins every time.

→ 90 Days Is Enough to Move the Needle

With the right execution, significant ranking improvements are achievable within a single quarter. Local SEO doesn't have to be a slow burn — it just has to be done right.

Ready to Grow?

Your Business Deserves to Be Found First

What You Get

- Comprehensive Google Business Profile audit
- Custom local SEO ranking strategy
- Citation building across 40+ directories
- Review generation & response system
- Monthly ranking & traffic reporting

Who This Is For

This strategy works for any local business that relies on nearby customers — from service providers and medical practices to restaurants, contractors, and retail shops.

If you're not in the **top 3 on Google Maps**, you're leaving leads and revenue on the table every single day.

- ❏ Results like these are repeatable — with the right strategy and consistent execution.

From Page 3 to the Map Pack.

This case study is proof that targeted local SEO — built on proximity signals, keyword relevance, and authority — delivers real, measurable business results. **The map pack is within reach.** The only question is: how long can you afford to wait?

📍 GOOGLE MAPS RANKING

📈 3X LEAD GROWTH

🕒 90-DAY RESULTS



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