

Case Study

Hesson Plumbing, Columbus OH



Locafy helps unlock page 1 rankings on Google for local plumber in one month

Summary

Search marketing is the most effective and consistent marketing channel on the planet for local businesses. When consumers turn to search, they have intent to take action and make a purchase decision. Over 35% of search engine clicks goes to the results the 1st position. If the business is not in the top 10, then they are not going to be seen at all. Therefore, being at the top of search results is critical to getting local exposure, generating leads, and growing sales.

Hesson knows it must spend its marketing dollars wisely in a highly competitive online environment while expecting good returns on their investment.

Voice.Page was engaged to deploy its automated search marketing landing page solution integrated with its proprietary 8S feature framework. We used the core Hesson Plumbing business listing data to programmatically develop a Voice and Search optimized landing pages for 2 high value keywords ('Drain Cleaning', and 'Water Heater Repair') across 7 service areas. Within 4 weeks, 13/14 pages were on the first page of Google, and 7/14 were in 1st position. The business was able to start receiving highly qualified leads from key long-tail search terms related to their product and service in target markets.

The results speak for themselves. Contact us today to get a Voice.Page for your business!

Results After 4 Weeks

Keywords	Search results	Rank
water heater repair licking county ohio	2,650,000	1
drain cleaning licking county ohio	2,620,000	1
drain cleaning franklin county ohio	2,330,000	1
water heater repair franklin county ohio	2,060,000	1
water heater repair etna ohio	1,890,000	8
drain cleaning etna ohio	1,130,000	4
drain cleaning brice ohio	1,080,000	1
water heater repair brice ohio	1,040,000	1
drain cleaning fairfield county ohio	989,000	2
water heater repair fairfield county ohio	643,000	1
water heater repair pickerington ohio	324,000	7
drain cleaning reynoldsburg ohio	216,000	4
water heater repair reynoldsburg ohio	190,000	8
drain cleaning pickerington ohio	146,000	9