Improving local search visibility

SEO & local search · Local service business

THE CHALLENGE

Technical site issues made it difficult for customers to discover an established local service business in search.

THE WORK

We addressed technical SEO issues and improved the site’s local search coverage, reviewing organic analytics alongside visibility and inquiry reporting.

REPORTED SEARCH RESULTS

340%
Reported organic traffic growth

180%
Reported lead growth

HOW TO READ THE FIGURES

Spires Digital group case study over six months. Search demand, competitor activity, proximity and lead tracking quality can influence the results.