LOCAL SEO & GOOGLE MAPS · ELECTRICAL CONTRACTOR

# Two #1 Google Maps listings in a major metro, delivered in three months and still holding two years later.

A local electrician serving about 265,000 people became the first name in the map pack for its most valuable searches, and the rankings earned in 2018 were still in place in 2020.

| 2× | 3 mo | 265k | 2+ yrs |
|---|---|---|---|
| #1 Google Maps listings | from start to the top of the map pack | residents in the service area | rankings held after the campaign |

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|---|---|---|---|
| CLIENT | Local electrical contractor | MARKET | Metropolitan area of roughly 265,543 residents |
| CAMPAIGN | Local SEO with a Google Maps focus | TIMEFRAME | Three months |
| RESULT | #1 in the map pack for two major searches; strong organic rankings; results held 2018 through 2020 | CHANNELS | Google Maps, Google organic search |

THE SITUATION

## The first company to show up wins the job.

When something electrical fails, people search once and call the first credible result. In a major metro that meant the map pack, and the map pack was owned by larger competitors.

The client needed to be the first name people saw for the searches that lead to real jobs, not just to rank somewhere on page one.

WHAT WE DID

## Win the map, then back it with the site.

01 **Google Business Profile.** Categories, services, service areas, photos, and posting cadence were rebuilt so the listing matched exactly what customers search for.

02 **Citations and consistency.** Name, address, and phone details were cleaned up across every directory that matters, removing the inconsistencies that suppress map rankings.

03 **Reviews.** A simple, repeatable process for asking satisfied customers for reviews gave the listing the momentum Google rewards.

04 **Website alignment.** Service pages on the website were optimized to reinforce the map listing, so organic and map results supported each other.

RESULTS

# First in the map pack, and it stuck.

Within three months the electrician held the #1 map listing for two major searches in its metro, with strong organic results underneath. The rank-tracker export below shows the full keyword set with map positions; the second image is the client checking the results for himself.

The campaign began in 2018 with some on-again, off-again work in 2019. The rankings it produced were still in place in 2020, which is the real test of local SEO done properly.

**MONTH 1**

### Listing rebuilt

Google Business Profile, categories, and citations corrected.

**MONTH 2**

### Reviews flowing

Review process in place; map rankings begin to climb.

**MONTH 3**

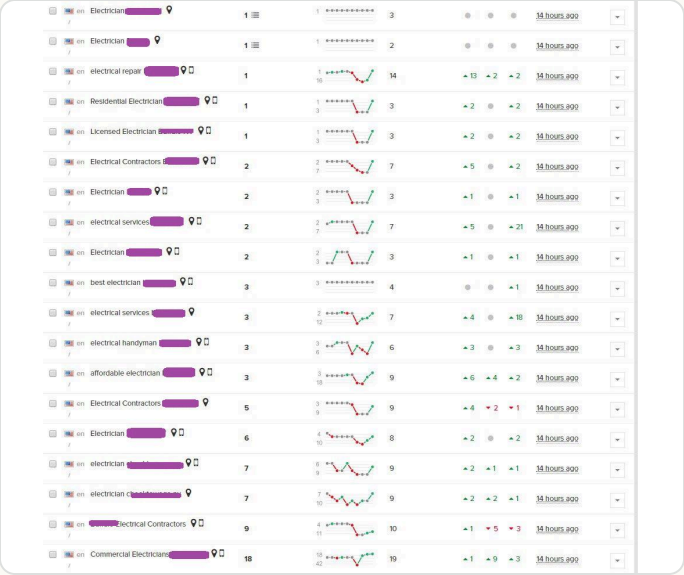
### #1 in the map pack

Two top map placements; organic rankings strengthen.

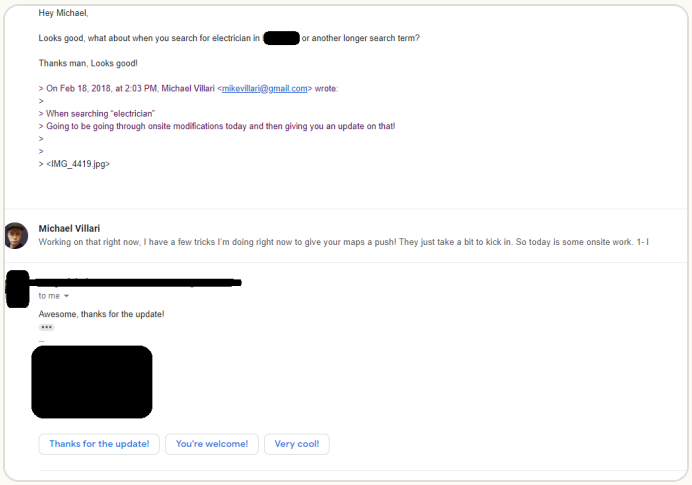
**2020**

### Still holding

Rankings intact two years after the start.




**Rank tracker.** The electrician keyword set with map-pack positions: #1 for two map listings and top three for most of the rest. Client details redacted.




**From the client, mid-campaign.** Checking the map results for "electrician" in his city while the on-site work was still under way. Names redacted.

WHY IT MATTERS

For a home-services business the map pack is the phone. Owning it means the first call in an emergency comes to you, and a properly built listing keeps delivering long after the campaign ends.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

## Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

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