

# Local SEO Impact for Small Business

## Case Study

### Background

ABC Plumbing Solutions, a local plumbing company, struggled to attract new clients despite having a strong reputation. Their website traffic was low and most leads came via word-of-mouth referrals.

### Challenges

- Poor online visibility in local search results
- Few online reviews compared to competitors
- No presence on Google My Business
- Limited local citations and inconsistent business information

### Actions Taken

1. Claimed and optimized Google My Business profile
2. Standardized NAP (Name, Address, Phone) across all directories
3. Implemented local keywords on website and service pages
4. Encouraged customers to leave reviews on Google and Yelp
5. Created locally-focused blog content

### Results (6 Months After Implementation)

Metric	Before	After
Monthly Website Visits	190	1,100
Google Map Listings	Unlisted	#3 for main keywords
Online Reviews	8	66
Inbound Phone Calls	14/month	47/month

### Conclusion

ABC Plumbing Solutions experienced a significant boost in online visibility, customer engagement, and business growth by adopting local SEO strategies. This demonstrates the measurable value of local SEO for small businesses.

### Key Takeaways

- Optimizing for local search drives targeted traffic and leads
- Consistency in business listings builds credibility
- Encouraging customer reviews improves visibility and trust