

Industrial Services Company Improves Local Search with #1 rankings across 17 Locations on Google Places



Brechtbuhler Scales, Inc. offers preventative maintenance, repair, installations, and calibration services throughout Ohio, Pennsylvania, Indiana, West Virginia, Michigan and Illinois.



CHALLENGE

Brechtbuhler Scales wanted to address Google Places Ranking across 17 locations in 7 states.



Brechtbuhler's location count grew over the past 25 years from 9 to 17.



Searches for scale sales and services provided variable results across each geography.



Scale service demand is directly related to proximity and top-of-page ranking.



Google My Business Local SEO Program was identified to improve this situation.

OPPORTUNITY

Google My Business optimization and activation of places ranking across all 17 locations.



Develop standard listing communication for Brechtbuhler as a company.



Develop unique information for each branch and local language and keywords to improve the listings in each geography for relevance.



Provide consistent information, graphical representation, and posts to activate local markets and earn the top spot for each location in Places.



Develop customized landing pages for each location to showcase local staff, location photos, and information relevant to local buyers.



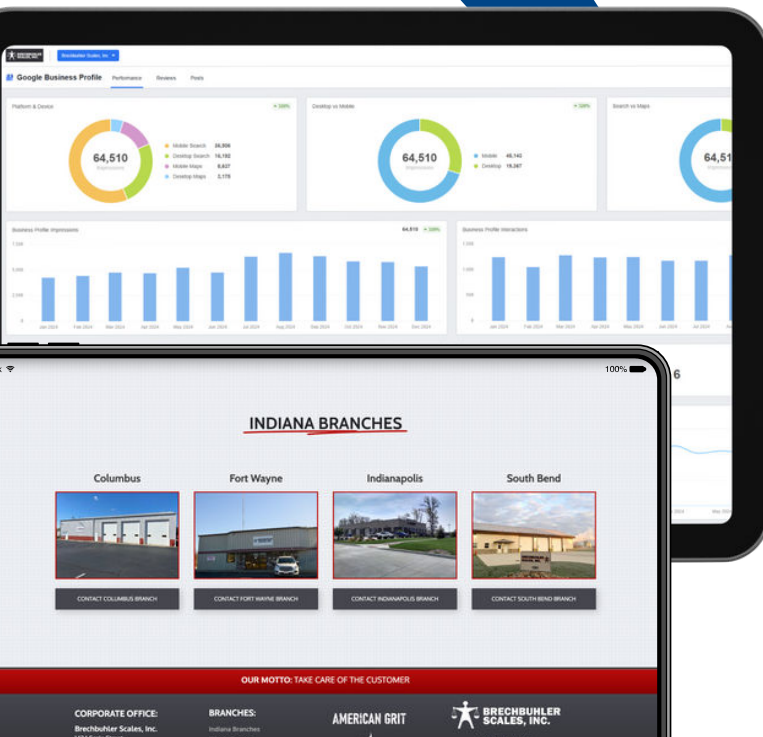
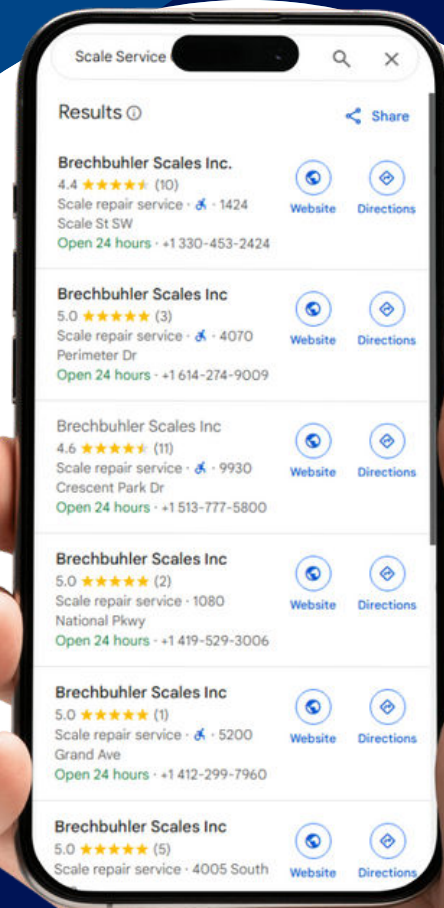
Brechtbuhler Scales Local SEO Optimization Program

Brechtbuhler Scales Local SEO optimization program increased place visits.

BENEFITS

Improved customer experience and increased traffic through search and places.

- 1 Standardized listings for each location.
- 2 #1 map ranking for each location on Places.
- 3 Local language customized to each geography to improve relevance and UX.



RESULTS

328%

Maps impressions increased by 328% over the prior year (11,812)

236%

Business profile interactions up 236% (14,487)