

Driving Local Growth with Tailored Optimizations

INTRODUCTION

Our financial services client wanted to improve rankings for its 240+ locations in Google Maps—and drive measurable performance down to the local level. Using **Local Rank+** to determine their current rankings and performance based on hyper-local proximity data, we built an **Optimization Plan** that ultimately improved location rankings by an average of three positions across their entire network.

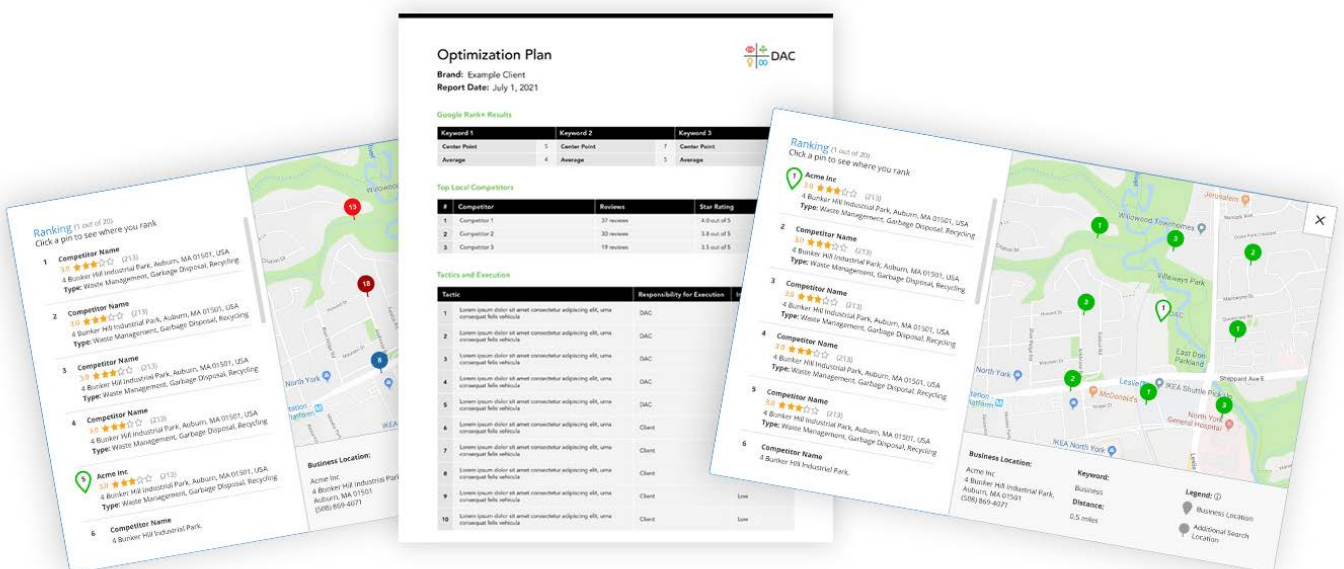
HOW IT WORKED

Gathering Data through Local Rank+:

- Taking proximity into account, Local Rank+ identified exactly where to focus resources for the greatest possible returns.
- We determined which listings are already ranking well and which are just shy of the coveted local three-pack.
- Local Rank+ perfectly identified exactly where to focus resources and optimizations based on which locations were thriving, struggling, or facing the strongest competition.

Creating a Strategy through Optimization Plans:

- DAC developed a unique Optimization Plan based on the data gathered through Local Rank+
- Our local search specialists used their unparalleled understanding of Google My Business to pinpoint every opportunity to improve rankings.
- Taking into account what Google desires in a local listing—now and in the future—we identified optimization opportunities that our client may have otherwise missed.
- The recommendations of the Optimization Plan were implemented by DAC, but could have been applied by the client or a combination of both teams.



RESULTS

- **93%** of locations saw ranking gains
- **6.3 to 3.5** was the average position improvement across locations
- **69%** of locations gained three-pack placement in a 5km radius around their business
- Overall, the brand achieved:
 - **18% increase** in GMB Actions
 - **12% increase** in GMB Views
 - **29% increase** in GMB Searches

“DAC has provided actionable insight on how our office locations on Google My Business were performing in specific areas on Google Maps. Their recommendations and service helped us to scale the implementation of tactics, which improved our Google My Business office rankings and traffic. The increased performance can speak for itself. Incorporating these recommendations into the current internal strategies already in place has been powering a lift in traffic and leads for us.”

—Financial services client based in North America