

Local SEO

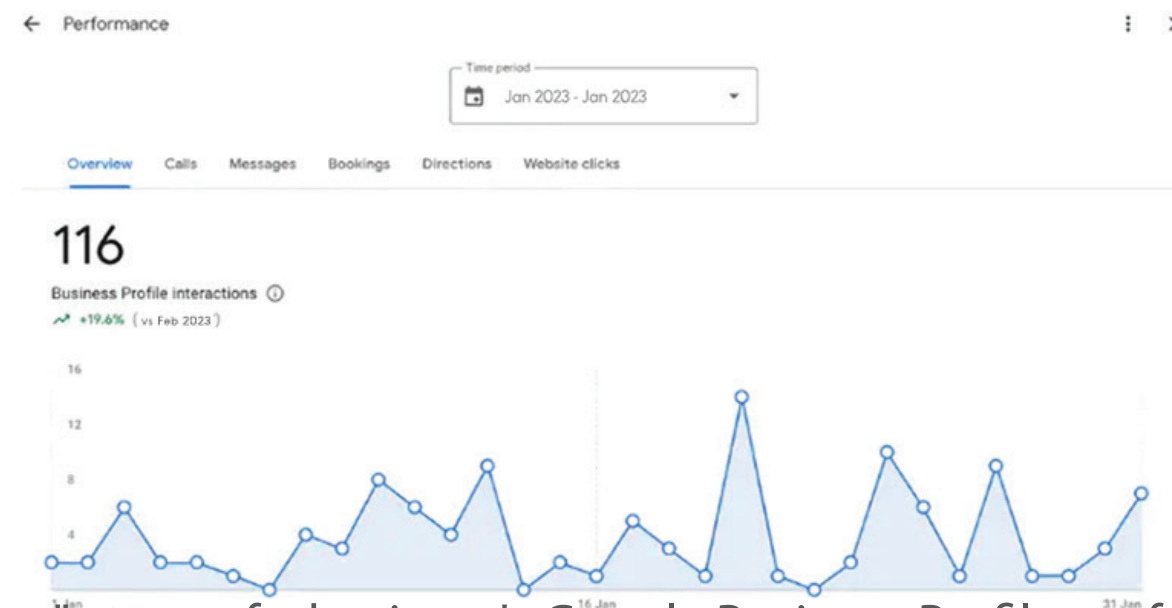
Portfolio | Mannan Hanif
Your SEO Expert



GMB

OPTIMIZATION

Before



This image shows the "before" stage of a business's Google Business Profile performance in January 2023, with only 116 interactions recorded. The engagement was relatively low, indicating minimal customer activity and visibility. However, with the right local SEO strategy, profile optimization, and engagement techniques, this number can be significantly improved. The goal is to enhance visibility, customer interactions, and conversions through strategic improvements like keyword optimization, customer reviews, and content updates.

The Challenge

We wanted to increase traffic to our Google Business Profile (GBP). While our website performed well in search results, our GBP visibility was low. Using GBP insights, we noticed we were ranking for irrelevant terms, affecting our user intent.

The Goal

Improve visibility and refine keyword targeting for relevant searches like “web designer” and “SEO company.”

The Strategy

We actively updated our Google Business Profile every day for a month and documented all changes. Google encourages businesses to take an active approach to managing their profiles, rather than a "set and forget" method.

30 Day Google My Business Journal

Day 1

I first checked if the business name was correct and consistent across all platforms. The address was verified to ensure it matched the client's website and local directories. The phone number (NAP) was also checked for consistency across all listings.

Day 2

A staff member uploaded photos from their phone to diversify content. A customer was asked to post a question on the GMB page, improving engagement. Added photos of the waiting area and second-floor hallway to showcase the office environment.

Day 3

Since no new images were available, I uploaded a relevant photo from Instagram. Added two more service listings: website maintenance and hosting.

Day 4

Uploaded a new exterior photo of the building to improve local search relevance. Removed outdated photos that were no longer relevant to avoid customer confusion.

Day 5-10

Checked the total number of Google reviews and the average rating. Responded to unanswered negative reviews professionally. Used keywords and local references in responses to boost SEO. Encouraged happy customers to leave new reviews for credibility. Sent out emails asking customers to check out our GMB profile and leave feedback.

Day 11-16

Published a GMB post on Day 12 to keep the profile active. Uploaded at least one new photo daily to maintain freshness. Attempted to update the profile to "women-led" since my wife is a co-founder.

Day 17-29

Added the business to local directories such as Yelp, Bing Places, and Yellow Pages to improve credibility and local SEO rankings. Built local backlinks by listing the business on industry-related sites. Continued uploading photos, posts, and responding to customer reviews.

Day 30:

Updated business hours to reflect closures for Thanksgiving, Christmas, and New Year's. Started working on a video to upload on GMB, show-

GMB

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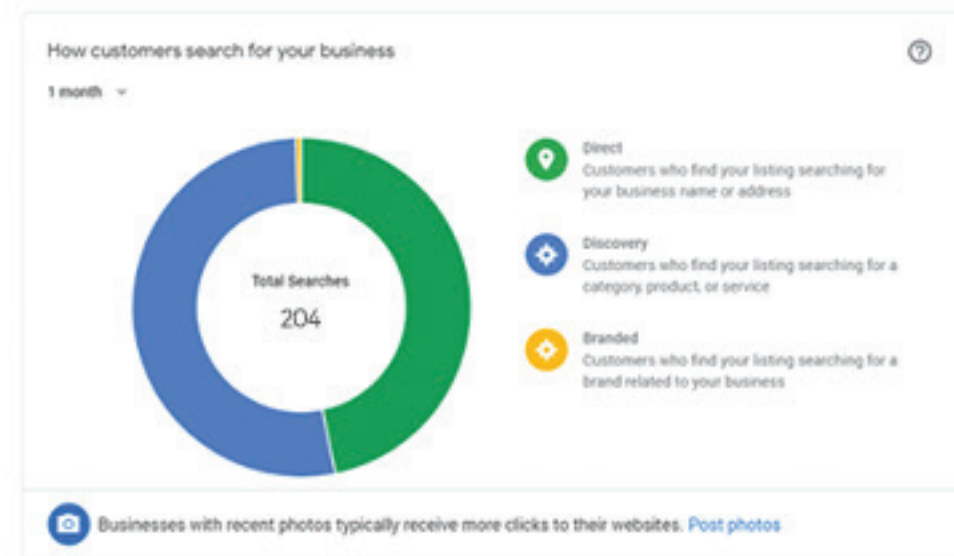


After implementing a local SEO optimization strategy, the business saw a massive boost in engagement. By February 2023, direction requests skyrocketed to 1,666, showing a remarkable improvement in customer interactions and visibility. This success was achieved through Google Business Profile (GBP) optimization, including high-quality content updates, customer reviews, keyword enhancements, and regular engagement through posts and Q&A. The increase in direction requests indicates a higher intent of potential customers to visit the location, proving that an optimized GBP can drive real-world traffic and business growth.

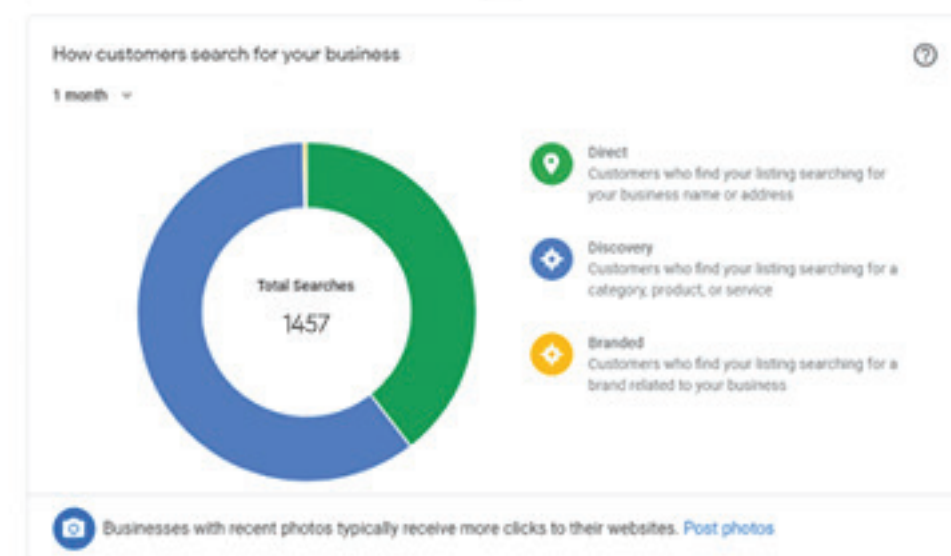
The Results

Strategy For GMB

Day 1

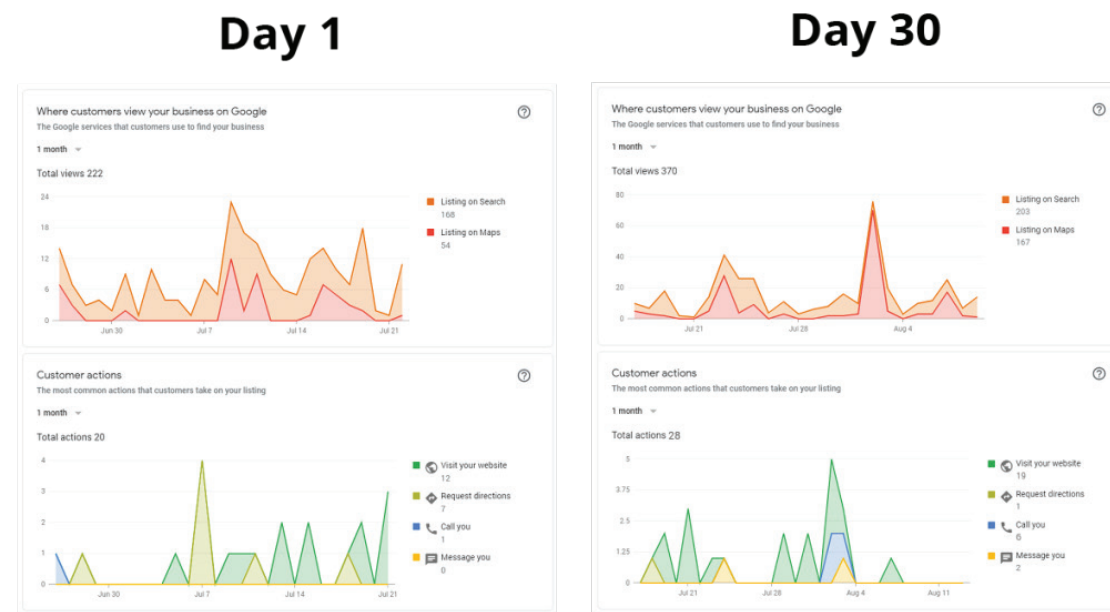


Day 30



About a week in, we started to notice an uptick in traffic to our listing. We can only hypothesize that the increase in traffic was a result in our efforts to “beef up” our Google My Business listing.

Increased Visibility and Quality Leads Despite Fierce Competition



Total actions increased from 20 to 28 this month and last month 7 of those actions were people requesting directions and I'm guessing all 7 of those were either current customers, or potential staff members coming in for an interview. There is no doubt in my mind that our efforts resulted in more visibility for our business.

Our business has a lot of competition. There are dozens, if not hundreds of SEO companies and web designers within a 25-50 mile radius. While we have been in business for almost 10 years and working hard on our own search marketing, the competition is fierce. Getting a few extra phone calls per week is a huge deal for us, we don't onboard every new customer unless they are a good fit for us and we truly believe we can help them. Quite frequently, we turn away customers or refer them to someone better suited to their needs.

Translating

to Customer Success



We're not keeping this strategy to ourselves. Any method that proves successful for us, we implement for our clients as well. When we applied the same tactic to one of our clients, their customer actions increased by 80% over a two-month period—delivering consistent and repeatable results. Our approach began with removing outdated and low-quality images, many of which were blurry and unappealing. We then handpicked the best, high-quality photos and strategically uploaded them to GMB over several weeks, ensuring steady engagement and improved visibility.



Mannan Hanif

5+ years of experience working with clients all over the world. 2 Millions of organic traffic generated for Ads-Based site, Startup E-commerce Cafes, Services niches USA, Canada, Europe and Latin America

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