



# LOCAL SEO CASE STUDY FOR A MULTI-LOCATION FRANCHISE BUSINESS IN THE SPORTS MEDICINE INDUSTRY



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In this case study, we will analyze the Local SEO approach that brought dominating results in the Local Map Pack and Organic SERPs for our multi-location Franchise client.

For about 6-7 months, we have seen how the results in visibility improvement have led to an average of **351% INCREASE IN PHONE CALLS** across all locations.

This period has also made it possible for us to rotate between focus keywords and achieve dominating Visibility in Maps and SERPs for a broad range of highly-searched money terms for this multi-location franchise.



## HIGHLIGHTS OF THIS LOCAL SEO CASE STUDY

- ✓ Niche: **Sports Medicine**
- ✓ Search volume total of focus keywords:  
**200K/month**
- ✓ Average CPC for the target keyword: **\$17.97**
- ✓ Population sizes of target locations vary between  
**250,000 to over 2 million**
- ✓ Search Volume for Main Term: **41K/month**
- ✓ Competition Level: **High**
- ✓ Achievement: **Ranking in Less than  
7 Months**

# ABOUT THE CLIENT

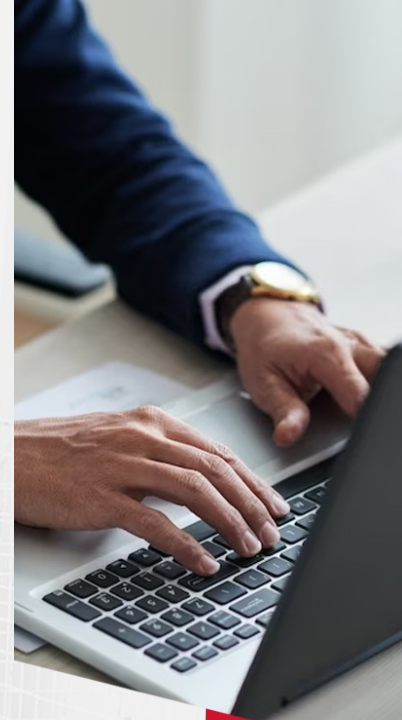
The goal was to increase the online visibility and, in turn, revenue for all locations.

Aside from the Local SEO efforts they planned to make, they had also been actively running Paid Ads. However, they were not overly pleased with their current results.

Not being able to rely on cost-effective organic traffic wasn't a sustainable situation for long term success.

The idea was to get started with a Local SEO Strategy for their, at the time, less than 100 locations. Due to marketing budget constraints at a corporate level, we had to reduce the campaign to our Basic Local SEO Plan and decided to check back on results after a quarter to determine how we would be moving forward with our partnership.

We now manage over **170 ACTIVE LOCATIONS**, and the franchise is continuously growing, opening more locations, and expanding their services.





## WE STARTED BY ANALYZING:

- ✓ Technical SEO/Website Issues
- ✓ On-Page SEO
- ✓ Backlink Graph
- ✓ Citations
- ✓ NAP Consistency
- ✓ GMB Listing Issues
- ✓ Content Analysis
- ✓ Competitor Research

## SO WHAT DID WE DO?

To quickly have the data available, on our first month, we ran our detailed Local SEO Audit to determine the exact issues that would help us compile the plan and strategy to move forward with.





# CHALLENGES FOUND DURING LOCAL SEO AUDIT

- ✓ The franchisees had their own domains
- ✓ The content was very thin across these domains, which meant more optimized content was needed for all franchisees
- ✓ Low Visibility
- ✓ Low Brand Authority
- ✓ Low Niche and Geo Relevance
- ✓ Lack of On-Page Optimization
- ✓ Possum Filter Issues for GMB Listings
- ✓ Low Number of Backlinks
- ✓ High Competition, especially in Densely populated areas
- ✓ Lack of GMB Optimization
- ✓ Technical SEO Issues
- ✓ Anchor Text Ratios





## SOME OF FRANCHISE'S BUSINESS LOCATION:

- ✓ San Antonio
- ✓ Louisville
- ✓ Corpus Christi
- ✓ Raleigh
- ✓ Houston
- ✓ Lexington
- ✓ Indianapolis
- ✓ Aurora
- ✓ Albuquerque
- ✓ Tulsa
- ✓ Kansas City
- ✓ Pittsburgh
- ✓ Columbus
- ✓ Oklahoma
- ✓ Colorado Springs
- ✓ Charlotte
- ✓ Phoenix
- ✓ Portland
- ✓ Omaha
- ✓ Boston
- ✓ Fort Worth
- ✓ Austin
- ✓ Memphis
- ✓ Wichita
- ✓ Cincinnati
- ✓ Tucson
- ✓ Nashville
- ✓ Dayton
- ✓ Cleveland
- ✓ Dallas
- ✓ Miami

## WHAT COMPETITOR RESEARCH SHOWED US

Upon conducting competitor research, we quickly deduced that we were facing strong, authoritative competition for the niche and our locations, which were already well-positioned in Maps and SERPs. The majority had been in business longer than our client and were already doing SEO. Competitors showed extensive link graphs, citations, and site content, as well as a larger number of reviews, among other things.

During this phase, we also uncovered where to focus to **CAPITALIZE ON QUICK WINS**, while at the same time investing in long-term success.





## THE LOCAL SEO STRATEGY/PLAN

Considering the issues found during our Local Audit, we started mapping out our **ACTION PLAN AND EXECUTION**. The first thing we wanted to set into place was fixing the technical SEO Issues encountered.

As mentioned, our client had individual domains for all franchisees/locations and very thin content throughout all of these domains. Fixing the issues meant having one dynamic root domain and individual location pages for every franchisee. This way, every franchisee had rights to the location pages while benefiting from the authority and relevance passed over from the root domain.

At the same time, we worked on solutions to eliminate the issue of duplicate content.





Next, we went on with **Keyword Research and On-Page Optimization** for all location pages. We focused on highly relevant and searched transactional intent keywords. These terms are perfect if the searcher wants to set an appointment and know more about the services offered.

This process also provided direction for

- ✓ Content Silos
- ✓ Internal Linking

Then, we fixed On-Page elements like

- ✓ Title Tag
- ✓ Heading Structure
- ✓ Meta Description
- ✓ Image Optimization
- ✓ Adding Keyword Variations,
- ✓ Optimized Content



We know that not optimizing, at least the location pages connected to the listings is **FUNDAMENTALLY FLAWED**. To make location pages geo-relevant, we also worked on adding website features such as:

- ✓ [Redacted] Find Us Locally Section
- ✓ [Redacted] Local News
- ✓ [Redacted] Relevant Points of Interest
- ✓ [Redacted] Outlinks to Local/Niche/Authority Sources

If you'd like to get more granular in understanding what would make an excellent location page, check out this [Location Page Audit Checklist For Local SEO](#) that outlines every element and detail in an easy-to-understand format.



After fixing the above, we started working on Brand Authority and Link Acquisition to cover **OFF-PAGE SEO**. This involved:

- ✓ Press Releases
- ✓ Do-Follow News Releases
- ✓ Local & News Link Building
- ✓ Business Profile Creation
- ✓ Niche & Local Citations
- ✓ Maps Citations
- ✓ GPS Listings
- ✓ Social Citations
- ✓ Supporting Citations
- ✓ Tiered Links for Stacked Signal Creation
- ✓ Brand Foundation, and Brand Signal Building
- ✓ Custom Signals on parity with Competition
- ✓ Geo and Niche Relevant Networks
- ✓ Patch Listings and Articles
- ✓ Patch Featured Events
- ✓





Bear in mind this is not just one location or a handful that are getting optimized simultaneously. Our agency's capacity and SOPs allow for *Bulk Onboarding*, as well as the implementation of these complex audits and strategies. We have seen **great results in short periods** of time for this franchise for over 100 listings using strategies that we lay out here. Keep reading as we showcase those results in screenshots and ranking proof, direct from GBP insights, GEOgrids, and our local keyword rank tracker.

For the campaign's second quarter, we decided to **expand the radius coverage** on locations and keywords, targeting larger cities for other smaller locations and rotating and switching between focus keywords once we had them ranked.



# IMPACTFUL RESULTS AFTER 8 MONTHS

Overall average Local SEO metric and KPI increases considering all **100+** locations:

- ✓ Views on Search increase **+408%**
- ✓ Views on Maps increase **+227%**
- ✓ Driving Directions Requests increase **+260%**
- ✓ Phone Calls increase by **+351%**
- ✓ Visits on the Website increase by **+362%**
- ✓ Posts Views on Search increase **+1019%**
- ✓ Actions CTA on Posts increase **+100%**
- ✓ Direct Queries increase **+230%**
- ✓ Indirect Queries increase **+366%**
- ✓ Chain Queries increase **+356%**

\*\* There are locations where these increased percentages are double the average presented above.





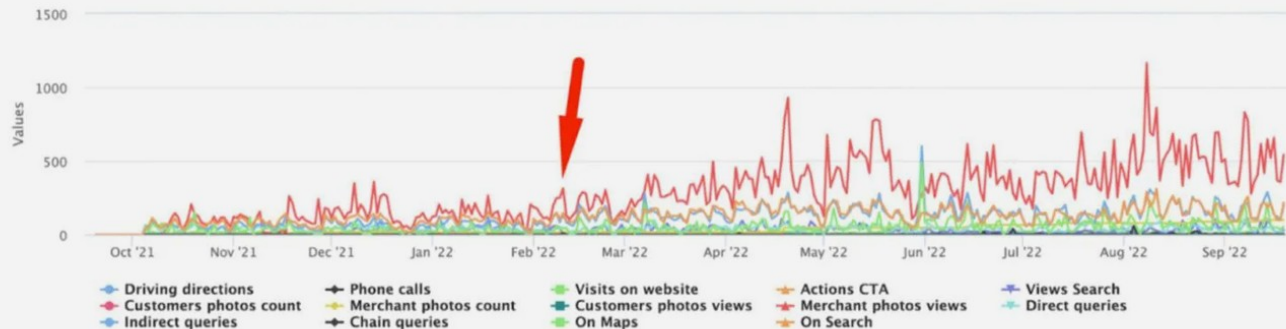
GMB INSIGHTS



## Location listing stats

The number of times the listing was viewed on Maps and Search

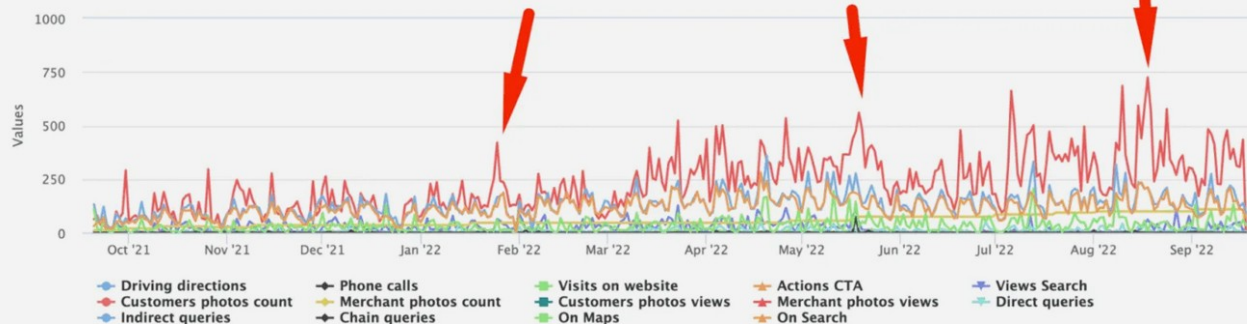
HOUSTON



## Location listing stats

The number of times the listing was viewed on Maps and Search

SAN ANTONIO



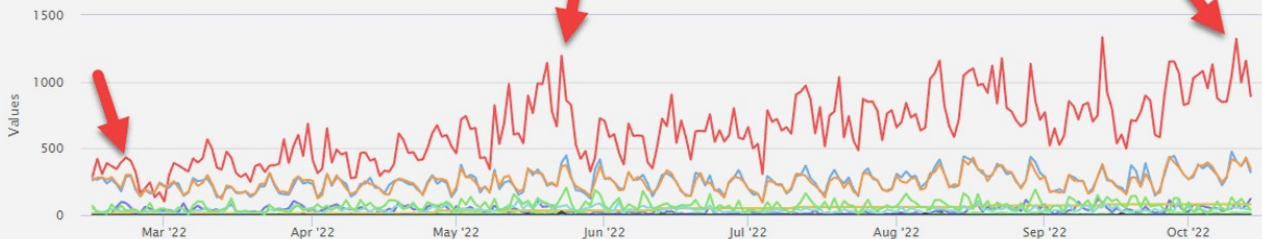


# GMB INSIGHTS



## Location listing stats

The number of times the listing was viewed on Maps and Search



- Driving directions
- Phone calls
- Visits on website
- Actions CTA
- Views Search
- Customers photos count
- Merchant photos count
- Customers photos views
- Merchant photos views
- Direct queries
- Indirect queries
- Chain queries
- On Maps
- On Search

Driving directions

731

Phone calls

508

Visits on website

2.5k

Actions CTA

61

Views Search

8.8k

Customers photos count

0

Merchant photos count

81

Customers photos views

0

Merchant photos views

156k

Direct queries

10.1k

Indirect queries

61.7k

Chain queries

142

On Maps

17.5k

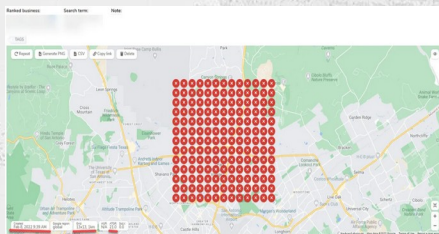
On Search

60.7k

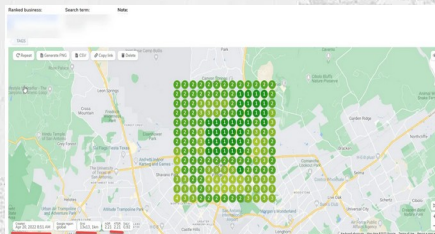


# GEO-GRIDS VISIBILITY

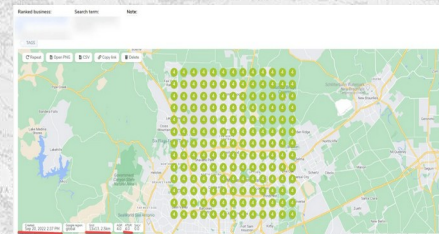
To maintain anonymity for the client, we will not expose the business's name and target keywords on these images. Still, the images below show you the exact keyword at three periods in densely populated areas.



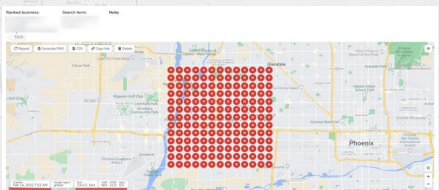
Keyword Maps Visibility and position in 1 km grid scale for San Antonio TX in Feb 8, 2022.



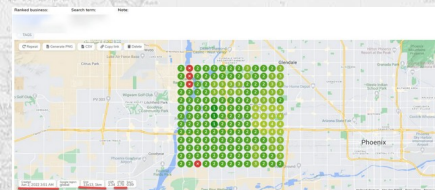
Keyword Maps Visibility and position in 1 km grid scale for San Antonio TX in Apr 20, 2022.



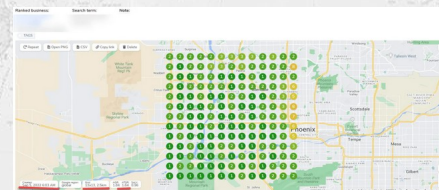
Keyword Maps Visibility and in 2.5 km grid scale for San Antonio TX in September 20, 2022.



Keyword Maps Visibility and position in 1 km grid scale for Phoenix AZ in February 14, 2022.



Keyword Maps Visibility and position in 1 km grid scale for Phoenix AZ in June 2, 2022.



Keyword Maps Visibility and position in 2.5 km grid scale for Phoenix AZ in September 5, 2022.



# WHAT'S NEXT?



The visibility improvement directly influenced **INCREASES IN CALLS, SITE VISITS, CONSULTATION REQUESTS**, and driving directions for the franchisees.

As the franchise continues growing and planning on releasing new services, we are working together in conducting keyword research for the right audience and planning the strategy to implement soon.

We will be continuously monitoring and reporting the progress to keep improving engagement, measure the overall campaign performance, and more easily detect patterns, as well as set goals and plans to make decisions.



# CONCLUSION

Identifying the **important KPIs and implementing consistent reporting** is paramount for keeping corporate and franchisees happy. Being able to convey reporting concisely is also important, and this kind of one-to-one support is paramount to keeping a corporate entity in the loop. Our agency is able to the support your franchise needs to succeed!

We jump on calls to answer questions from the franchisees on behalf of our corporate client. We are proud to be able to offer that kind of guidance and support to our clients and their members alike. Helping businesses grow and tap into the SEO resources we've curated over the years is why we are here!





## GET RESULTS LIKE THESE FOR YOUR BUSINESS...

Set your business up for the best opportunities to rank with our Monthly local SEO services.

You can email us at {your email} to learn more.

We also provide Free Campaign Recommendations and Audits to narrow down the best services for your business!