CASE STUDY

BLUE ESTIMATING
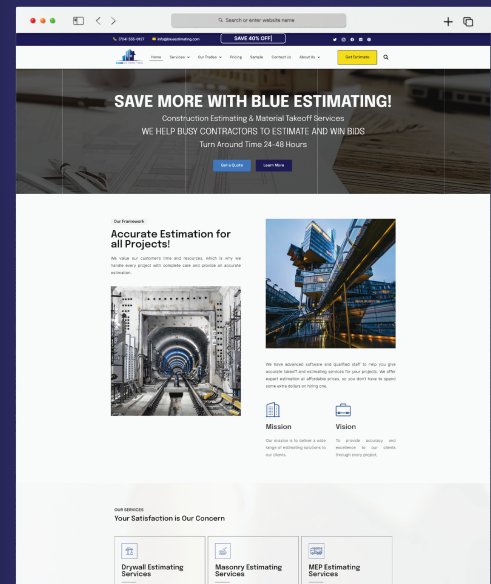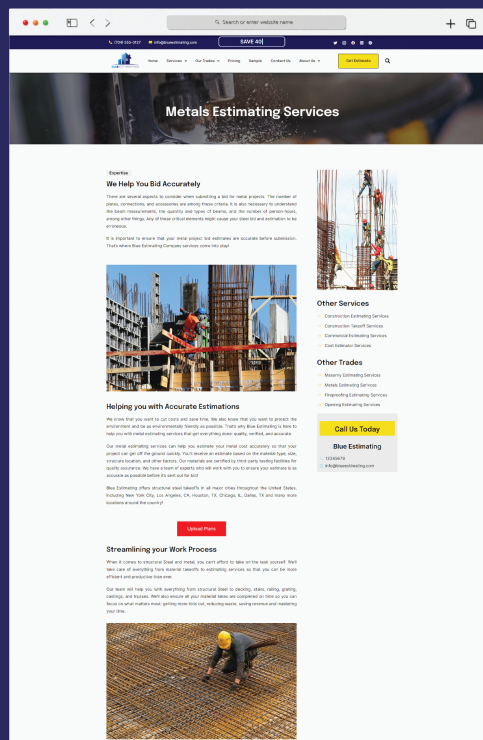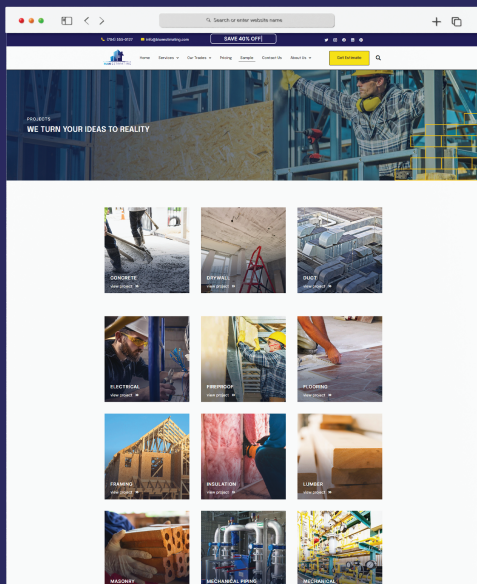
ORGANIC SEARCH - A LOCAL SEO CAMPAIGN FOR BLUE ESTIMATING, THE USA's BEST CONSTRUCTION SITE

ABOUT THE CLIENT

Blue Estimating is the USA's best blog site, and is a truly recognisable in the world. The size and scale of the business has continued to grow and we were tasked with continuing this upward trend through a dynamic local SEO project which looked at Google My Business (GMB) and store location as well as ongoing technical SEO.

OBJECTIVES

Our objectives for 2022 were to increase the organic visibility of the store location pages, and make sure that local SEO was once again a focus. As the year went on, it was also important to monitor and adapt the strategy in line with government legislation, to ensure customers could get the information they needed online about shopping at their local office.

HOW WE HELPED

We knew that in order to get the very best result for Maven Health Guide, we would need to work closely with multiple takeholders including Blue Estimating Services Team in USA, Google, a variety of Internal Concession teams as well as Data and Brand Management Partner Yext.

It was only by utilising the strengths of each partner that we could build a bespoke strategy that would ensure data parity was delivered from the initial starting point of USA API, all the way to the thousands of separate GMB stores and concessions URLs.

We started by collating the data on each store and rounding up all of the store location pages. We then conducted a full site audit as well as a GMB audit.

This research phase led to the discovery that there were multiple issues with hundreds of pages and listings. These included:

• duplicate listings

• ownership conflict

• inconsistencies with name, address and phone number

• listing categorisations

We used our experience, and partnered with Google and Yext, to clean up Blue Estimating GMB profile, and our task here included compiling a large data set to ensure that all of the concessions and stores were included. The auditing process covered in excess of 3000 stores and concessions.

This is vital for local search, where users are actively looking for a particular service or location. All of this data was sorted and uploaded to the correct profiles and has been regularly maintained. The key information added in this area of our work surrounded access to pharmacies, fuel stations, travel products, the F&F clothing range and cafes.

We ensured every Blue Estimating store (Express, Metro, Superstore and Extra) had a GMB listing and that the listing had the correct address, opening times etc (and ensure times were kept updated as store opening hours changed in response to the pandemic). Then listings were created from scratch and verified if they didn't have one and existing listings were updated to make them accurate. There were over 2,700 of these.

When you add in the concessions in total we created or amended over 4,700 GMB listings.

As a final step we added a coronavirus strategy to our workflow which included updating concession store opening hours. This ensured that all customers across the UK would receive up-to-date, correct information during this critical time.

With an increasing number of sessions, and more bespoke searches, we needed to implement a way of tracking all of the concessions. We decided the best way was to add Universal Event Tracking (UET) links to all stores. This action gave us an insight to referrals and traffic from GMB and via Yext.
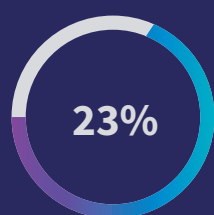
RESULTS

Prior to our work on GMB,Maven Health Guide had lost its bulk verification status and as a result of our SEO work we have got the bulk verification status back.

The SEO project that we had undertaken had seen a YoY increase of 13.91% in terms of average website clicks. The GMB work that we implemented, and the post coronavirus updates we made to local search meant that, by the end of 2022, average website clicks were up 31.3% YoY.
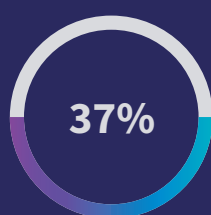
This represents a 125.5% increase in YoY growth pre/ post our implementation, or, when extrapolated out an additional 4million clicks through to the website over a 12 month period.

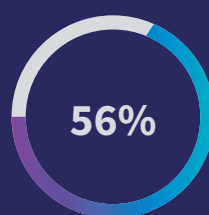**Some highlights from 2022 in terms of growth include:**

Total searches on Google - 696m up from 418m - +66.5%

23%

Increase in
Website Clicks

37%

Increase in
Phone Calls

56%

Increase in
Total Conversionsl

*Overall results of this campaign may have been affected by the impact of Covid-19