

# INCREASED LOCAL & FACEBOOK TRAFFIC & LEADS IN SIX MONTHS

## Business Challenges

- Recent name change and new program weren't known in the marketplace
- Inconsistent listings discouraged traffic from converting
- Increased competition in a growing industry

## (un)Common Approach to SEO

- Created consistent and enhanced local listings
- Optimized Facebook business page and appeal
- Used Facebook categories to assist in platform searches

↑ 47%  
Local  
Traffic

↑ 30X  
Facebook  
Traffic

↑ 56X  
Facebook  
Leads

### Facebook Traffic and Leads

