

# OUTRANK LOCAL SEARCH CASE STUDY

ACKLAM HALL



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Acklam Hall became a Google My Business client of ours in September 2018. Acklam Hall are a very well-known business within the local area, with hundreds of reviews left on their Google My Business listing; with this much authority, we were sure we could improve how well they rank for their chosen keywords.

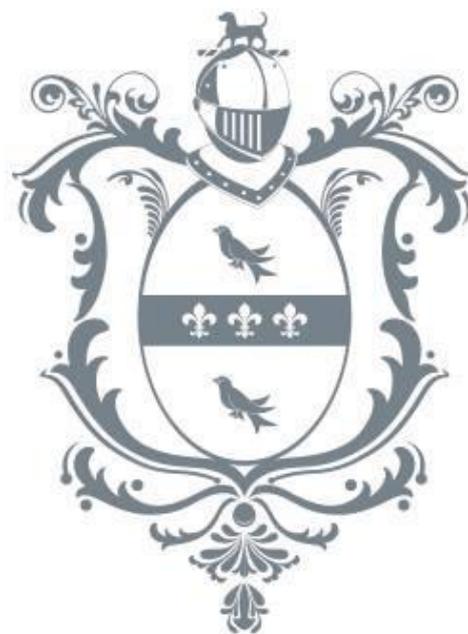
People can use Acklam Hall as a wedding venue but they were not ranking well for wedding venue phrases, so we got to work.

We didn't just want to target their local area, we wanted to go bigger. We decided to target the entire North East instead, as not everyone chooses to get married within the town they live in (many people choose to travel throughout their region and after all, a wedding is a very special event).

The authority that Acklam Hall hold as a Grade I listed building and the sheer amount of reviews they have certainly helped, but a properly-optimised listing can make all of the difference.

Now, Acklam Hall hold the top spot for wedding venue and all related terms within the North East, and are receiving more bookings as a result.

**"The improved positions that we've received as a result of the work Outrank have carried out is phenomenal."**



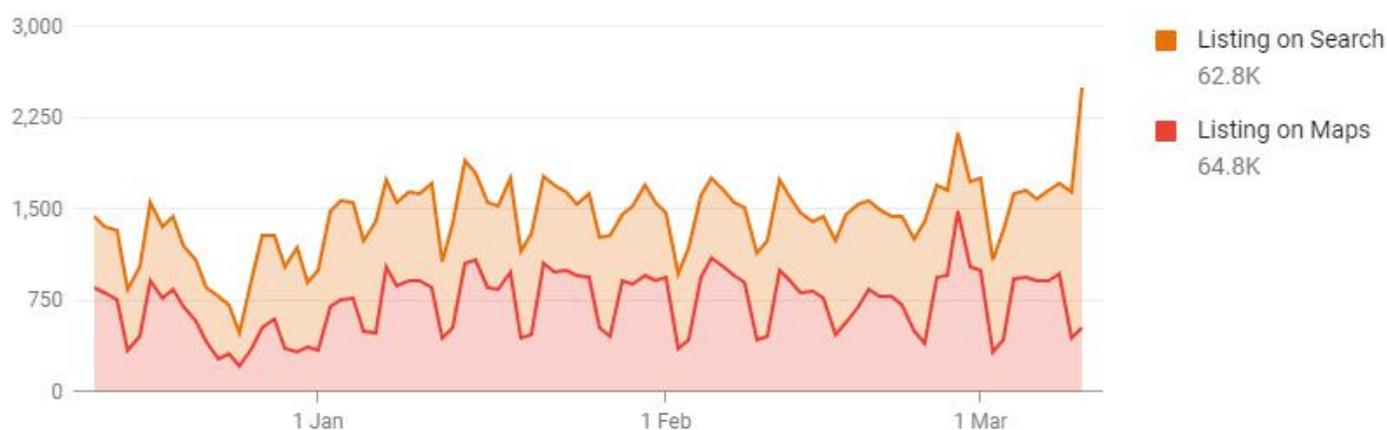
# HOW CUSTOMERS SEARCH FOR THE BUSINESS



As you can see from the image above, the searches are almost split down the middle for direct and discovery searches. This shows that Acklam Hall are very well-known within their area but also shows that people are still finding the listing for searches such as afternoon tea, wedding venue and restaurant. It's important to remember that with the title optimisation, Google deems the keyword (wedding venue North East in this case) to be a part of their business name, so if people are performing this specific search it may show as part of their direct searches instead of discovery.

# WHERE CUSTOMERS VIEW THE BUSINESS

Total views 128K

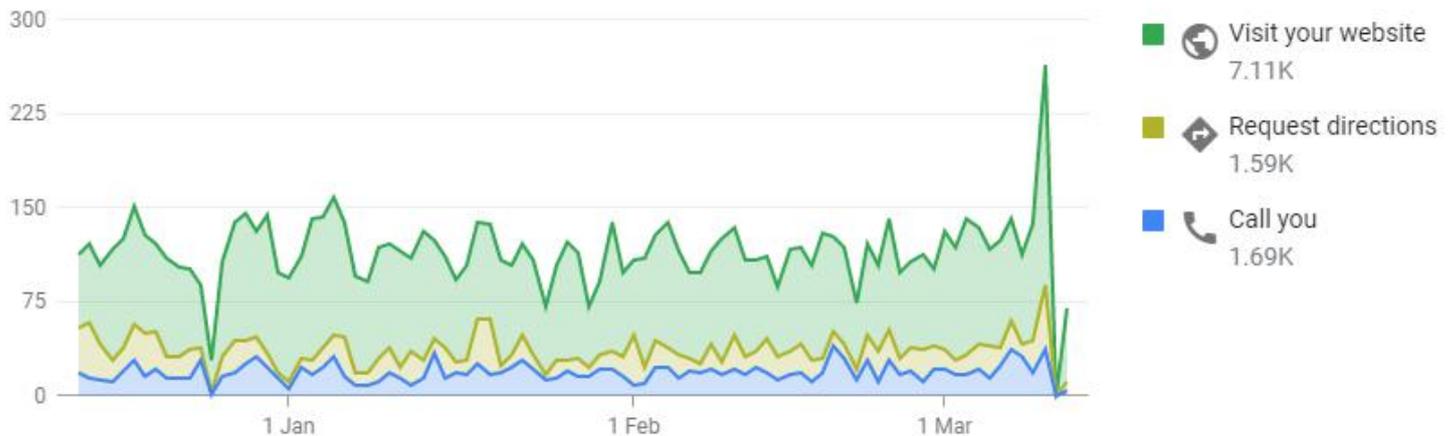


The views section shows just how many consumers have viewed your listing, both on Search and Maps.

The Listing on Search section shows how many people have viewed your Google My Business within the 3-pack whereas the Listing on Maps shows how many people viewed your listing by either searching it on Google Maps, or clicking through using the 'More Places' button. As you can see, a significantly large number of people view their listing by clicking 'More Places', but a much larger number find their listing through their organic rankings within the SERPs (Search Engine Results Pages).

# CUSTOMER ACTIONS

Total actions 10.4K



The customer actions section lets you know how people interact with a listing when they find it. When a customer clicks through to a website after finding a listing for an industry-related term, it alerts Google to the fact that you may be more relevant for that query than one of your competitors are. If the address is not hidden, directions can be used to find the location of a business too. NAP (Name, Address, Phone Number) information is very important to improving how well a listing and website is rankings within the SERPs.

It's important to be able to see how many customers have interacted with a Google My Business listing. Acklam Hall have received over 1.6 thousand calls directly from their listing over the last 3 months; this is a really great number of calls as this could be 1.6 thousand bookings that they have received.

## CONCLUSION

In conclusion, the Google My Business listing for Acklam Hall is performing really, really well. The optimisation combined with their authority within the local area has generated fantastic results for the business; a constant stream of customers is great for any company, especially one that offers various different services such as Acklam Hall. From afternoon tea to wedding venue and restaurant search terms, their rankings have improved massively since becoming a customer of ours. We believe that their rankings will both maintain and improve in any area possible in the future, and even more business will be generated going forward.

