

OUTRANK LOCAL SEARCH CASE STUDY

ANDREW CRANER PHOTOGRAPHY



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Andrew Craner Photography signed up for Google My Business optimisation in early May 2018, after looking for a company to improve the amount of business he was receiving; his direct competition was outranking him wherever he looked, including within the 3-pack.

After speaking to Andrew and putting together a list of keywords he wished to rank for, we started the work; within a few hours, he was ranking within the 3-pack for every single targeted keyword.

It was great timing too, as Summer was just beginning and his main keywords (wedding photography-related) were ranking well; photography like this is seasonal and the amount of hits his Google My Business listing was receiving increased by almost 310% throughout the summer months.

Screenshots of the 3-pack rankings for the same keyword but targeting Town and County separately are shown below.

"Before my Google My Business listing was optimised I was at the bottom of the pile. Now, I'm the first photographer people call! Thank you for all of the help guys."



TOWN

wedding photography leamington spa



All Images Maps News Shopping More Settings Tools

About 187,000 results (0.45 seconds)



Rating Hours

Esme Fletcher Photography
5.0 ★★★★★ (7) - Wedding Photographer
Charlecote Gardens · 07595 449551
Open · Closes 6PM

WEBSITE DIRECTIONS

Andrew Craner Photography - Wedding Photographer Lea...
5.0 ★★★★★ (9) - Wedding Photographer
182 Leam Terrace · 07739 251027
Closes soon · 5PM

WEBSITE DIRECTIONS

Lee Glasgow Wedding Photography Warwickshire
5.0 ★★★★★ (7) - Wedding Photographer
23 Chesham St · 01926 935235
Open · Closes 6AM Tue

WEBSITE DIRECTIONS

COUNTY

wedding photography warwickshire



All Images Maps News Shopping More Settings Tools

About 1,630,000 results (0.49 seconds)



Rating Hours

Andrew Craner Photography - Wedding Photographer Lea...
5.0 ★★★★★ (9) - Wedding Photographer
182 Leam Terrace · 07739 251027
Closes soon · 5PM

WEBSITE DIRECTIONS

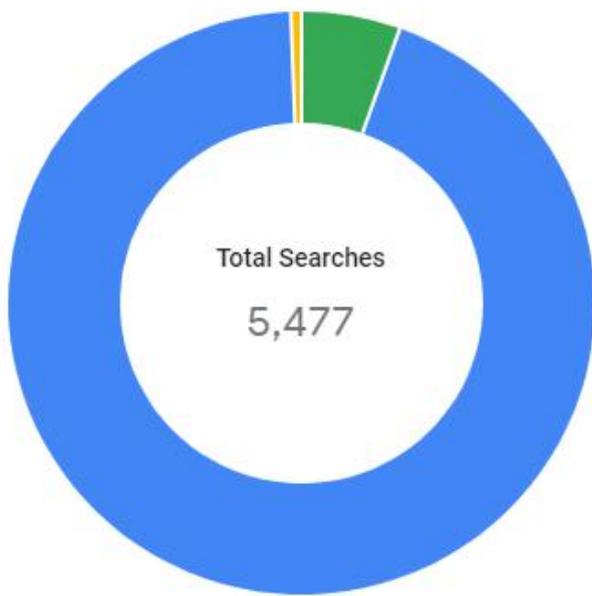
Chris Fossey Photography
5.0 ★★★★★ (11) - Wedding Photographer
07863 036267
Open · Closes 8PM

WEBSITE

Lee Glasgow Wedding Photography Warwickshire
5.0 ★★★★★ (7) - Wedding Photographer
23 Chesham St · 01926 935235
Open · Closes 6AM Tue

WEBSITE DIRECTIONS

HOW CUSTOMERS SEARCH FOR THE BUSINESS



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product or service



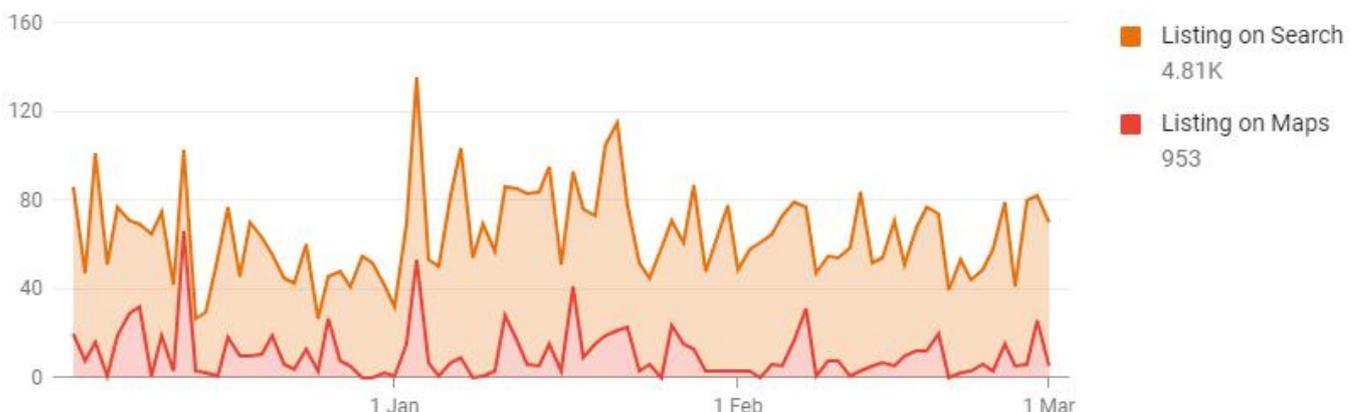
Branded

Customers who find your listing searching for a brand related to your business

Showing the different categories that users find the listing under, the image above is a fantastic tool to gauge whether people are searching using specific keywords, the business name/address or are performing more brand-related searches. As you can see, the majority of people finding the listing are performing a search using a category, product or service that this business offers. This tells us that the optimisation is working and the listing is now being found by consumers who are actually looking for a specific service offered by Andrew Craner Photography. People do still search for their business specifically, as shown by the green section; this is great as it allows us to change up the keywords whilst still guaranteeing that they are being found by consumers through the SERPs.

WHERE CUSTOMERS VIEW THE BUSINESS

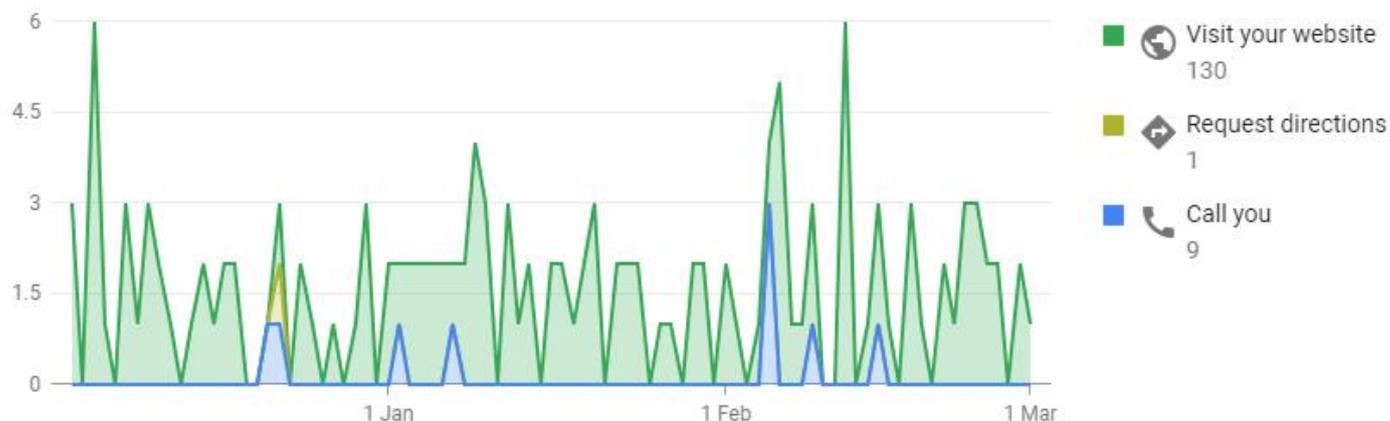
Total views 5.77K



The image above shows how many people have viewed the Google My Business listing, and whether they view it on Search or Maps. For Andrew Craner, almost all of their total views are coming from the Google SERPs (Search Engine Results Pages) as opposed to maps. Although, it does tell us that people searching for businesses within this industry do search beyond the 3-pack when browsing.

CUSTOMER ACTIONS

Total actions 140



The customer actions section lets you know what people are actually doing when they find a Google My Business listing. 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 specific term than one of your competitors. If the address is not hidden, directions can be used to find the location of a business too.

Andrew Craner has received 8 calls directly from the listing over the last 3 months. Compared the astonishing number of views, this is a very small number of people interacting. However, the Insights for this industry have proven to be seasonal with people looking for different services at different times of the year. We have found that most consumers will interact with a wedding photographer just as Summer begins, and the interactions will drop as Summer is ending. Although the Insights show that listing is not receiving a lot of interaction between the end of November/start of February, it's vital that the listing is still being managed and the rankings are maintained.

CONCLUSION

Despite the listing not receiving much interaction over the last 3 months or so, the listing for Andrew Craner has maintained its rankings and even improved for some queries. We are confident that the listing will receive a lot more interaction from consumers over the coming months, as Summer begins. This is because Google My Business listings are constantly evolving and the ranking signals have increased year-on-year, up to almost 30%. This means that a properly optimised Google My Business listing can help to improve your local rankings, both through the listing itself and your website. Over the years, local pack/local search ranking factors have changed and ranking signals from Google My Business is now the most important one for local searches (yes, even more important than link signals!).

130
WEB CLICKS

5.7K
VIEWS