

CASE STUDY

Local Marketing Client success story

THANKS TO
LOCALTRAC

 PUBLITECH

Client

**Barbershop chain
More than 70 locations
across Canada and the US**

Our client is a tribute to the 1930's Chicago Barbershop but with all the modern amenities and styles of today's hair salons.

With more than 70+ locations across Canada and the world, their guests come to them to look and feel their best.



KEY OBJECTIVES

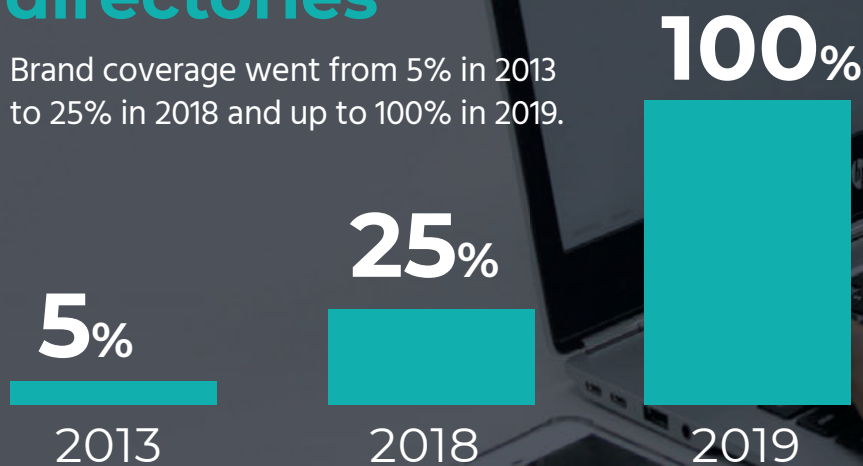
The Marketing team wanted to optimize their brand's local presence. Brand consistency, better ranking and client engagement were the key factors in this decision.

LOCAL SEO STRATEGY

First phase strategy was to oversee their listings' consistency by registering all locations in the best online directories using our Intelligent Network working with directories having the best domain authority scores.

Brand coverage in the best online directories

Brand coverage went from 5% in 2013 to 25% in 2018 and up to 100% in 2019.



Local listing consistency and accuracy

ACTION PLAN

Local SEO strategy parameters with the help of LOCALTRAC

- ✔ Bonify existing listings
- ✔ Create new listings
- ✔ Duplicate management
- ✔ Discrepancy management
- ✔ Daily data updates
- ✔ Review management
- ✔ Keyword and category management
- ✔ Personalized reports updated on a daily basis

Our local listing management strategy through LOCALTRAC helped us synchronise and give consistency to all locations thus maximizing the listings' quality. Data consistency and accuracy boosted Local SEO results to a new high.

70 LOCATIONS



VIEWS IN GOOGLE

+56%

From 930,617 to 1,450,366 views.



VIEWS IN GOOGLE MAPS

+136%

From 252,224 to 593,781 views.



SEARCHES IN GOOGLE

+98%

From 384,814 to 761,245 searches.

CONVERSIONS



CONVERSION CLICKS

+41%

From 49,885 to 69,922 actions.



REQUEST FOR DIRECTIONS

+54%

12,252 Requests for directions in 1 month



CALL TO LOCATION


+64%

32,844 click to call to locations in a month

Source: Local SEO analysis for all 70 locations from 2018 (1st quarter) to 2019 (3rd quarter).

When managing your Local SEO through LOCALTRAC, results speak for themselves!

Claiming, cleaning and optimizing the Google My Business pages for our client significantly boosted their performance. LOCALTRAC helped make the locations easier to find online. Those improvements bring more conversions and more sales.



**SEE WHAT
LOCALTRAC
CAN DO IN
A YEAR**

• **16,042,802**

TOTAL VIEWS IN GOOGLE

• **4,652,899**

TOTAL VIEWS IN GOOGLE MAPS

• **365,550**

TOTAL CLICK TO
CALL TO LOCATIONS

• **296,884**

TOTAL WEBSITE VISITS

Be seen on Google and manage your reputation

Since 2018, managing local listing in the best online directories enabled users looking for a barbershop to intuitively find the listings they were looking for. Those clients then published their reviews and comments, thus giving an appreciation of their experience with this barbershop.

* Important fact! *

83%

of users believe reviews is the most credible source of publicity.

+321%

Number of reviews on Google My Business pages



Response rate

2018



37%

2019



99%

Take control of your business' online reputation right now.

Your company's reputation is based on managing more than one online directory.

63%

of local searches are performed by people undecided about a supplier or point of sale.

IMPORTANT FACT:

Search engines, including Google (who receives more than 95% of all searches), will analyze several sources, mainly online directories, to determine the order in which they will display businesses in their search results.

If the information displayed in the directories is consistent with the information displayed on your website, if your business hours are updated in directories during Holidays, if you respond to online reviews, if you engage in online conversations with your users, search engines will consider your company's information as accurate and reliable.

Registering your company in the best online directories can generate first contact with your potential customers.



Since the purpose of search engines is to recommend companies whose profiles best match users' searches, the information contained in online directories must be managed effectively. The more consistent, relevant, and reliable this information is, the more likely you are to improve your positioning in search results.

All your efforts and marketing investments will be in vain if your potential customers cannot find your locations online.

Validate your local listings in multiple online directories and get an overview of your local SEO efforts using a single platform, LOCALTRAC. Ensure the quality, accuracy and consistency of YOUR BRAND's local information.

80%

According to Think with Google, 80% of consumers believe that incorrect or inconsistent information can make them lose trust in the company.

93%

93% say that incorrect information online creates frustration.



LOCALTRAC

AVIS
Mise à jour des données: 1 mai 2019

110 succursales **922 avis**

Active(s) - Annuaire(s) - Note - Actions - **VOIR TOUTS LES AVIS**

Code(s)	Succursales	Adresses	Téléphones	Dernières mises à jour
MBCH1	Chatters Hair Salon	#1, 589 Kensington Boulevard Winnipeg CA R3P 2N2	(204) 487-7807	2019-04-30 19:49:02
MBCH4	Chatters Hair Salon	#1, 475 Emerson Street Winnipeg CA R3G 3M5	(204) 772-4247	2019-04-30 09:49:45
SBCH7	Chatters Hair Salon	#100, 3011 Clarence Saskatoon CA S7N 1E1		
ABCH36	Chatters Hair Salon	#101, 2030 50 Ave Red Deer CA T4B 1A8		
BCH29	Chatters Hair Salon	#101, 32900 South Abbotsford CA V2T 2G2		
ABCH42	Chatters Hair Salon	#105, 100 Riverport Fort McMurray CA T9C 1A1		
BCH16	Chatters Hair Salon	#105, 211 Main St Penikese CA V2A 1A1		
ABCH40	Chatters Hair Salon	#105, 2821 Main St Aurora CA T4B 2E6		
ABCH27	Chatters Hair Salon	#107, 2011 Strachan Medicine Hat CA T1A 1A1		
ABCH43	Chatters Hair Salon	#11, 25 Quilty St Cochrane CA T9C 1A1		

PERFORMANCE DE VOS SUCCURSALES
Mise à jour des données: 1 mai 2019

Performance pour la période:

- Vues: 3 022 943
- Recherches: 2 471 054
- Actions: 203 294

Performance annuelle 2018:

	Jan	Fév	Mars	Avr	Mai	Juin	Juil	Août	Sept	Oct	Nov	Déc
Vues	1 464 106	1 276 824	1 809 179	1 407 348	0	0	0	0	0	0	0	0
Recherches	799 348	525 854	872 394	789 235	0	0	0	0	0	0	0	0
Actions	61 039	48 906	72 312	64 488	0	0	0	0	0	0	0	0

Performance par succursale

TABLEAU DE BORD
13 avril 2019 au 13 mai 2019

95,93 % d'inscriptions valides (tous annuaires souscrits)

Annuaire(s) souscrits:

- G
- f
- P
- b
- 4i!
- YD.ca
- Bb
- n3E
- here
- prfocal
- pin
- G
- YD.ca
- YD.ca
- YD.ca
- YD.ca
- YD.ca
- +

Aperçu des avis pour la période:

Mise à jour des données: 13 mai 2019

- Avis positifs (3-5 étoiles): 372
- Avis négatifs (1-2 étoiles): 110
- Avis non-répondus: 442

EFFICIENT LOCAL LISTING MANAGEMENT

An all-in-one local SEO platform will manage the accuracy and consistency of your listings displayed in multiple online directories, all from one single tool.

EFFICIENT REVIEW MANAGEMENT

Managing reviews efficiently will enable you to engage with potential customers as they search for a product that best meets their needs.

EFFICIENT PERFORMANCE MANAGEMENT

Analyze your data. Track and compare your locations' individual or overall performance.