

MARGINSEYE

CLIENT CASE STUDIES

LOCAL SEO RESULTS THAT SPEAK FOR THEMSELVES

Five businesses. Five markets. Five transformations.

Every case study in this document is based on Marginseye's real-world local SEO implementation framework — the same system available to any business that is serious about owning its local market. Names and identifying details have been adapted for this document.

No paid ads. No tricks. No shortcuts.

Just the fundamentals, executed with relentless consistency.

ACROSS ALL FIVE CLIENT CASES — COMBINED RESULTS

5

Businesses Transformed

4

Countries & Markets

Top 3

Average Map Pack Position

847%

Highest Recorded ROI

340%

Avg Inbound Enquiry Growth

340+

Combined New Reviews Built

0

Ad Budget Required to Start

8 Wks

Fastest Map Pack Entry

Results may vary based on market, competition, and implementation quality. These case studies represent outcomes achieved through full Marginseye framework implementation.

CASE STUDY 01 | BEAUTY & WELLNESS

Nairobi Boutique Salon — From Zero Visibility to Fully Booked in 11 Weeks

📍 Westlands, Nairobi, Kenya

🏠 Hair & Beauty Salon

🏆 11 Weeks to Top 3

#1

Map Pack Position
Primary keyword

3x

Walk-In Bookings
From online search

87

New Google Reviews
4.8 ★ average

-60%

Ad Spend Reduced
Revenue still grew

THE STORY

Amara Hair Studio had been operating in Westlands for four years. The owner, Wanjiru, had built a loyal walk-in clientele through word of mouth — but she watched new salons open nearby and immediately dominate Google search. Customers who had never heard of Amara were walking past her door to visit competitors they found online in thirty seconds.

When she came to Marginseye, the situation was straightforward to diagnose but painful to see. Her Google Business Profile was unclaimed. Her website had no mention of Westlands, no service pricing, no photos, and no contact information visible above the fold. She had eleven reviews, the most recent one left eighteen months prior. And her closest competitor — a newer salon with inferior stylists — had 143 reviews and sat in position one of the Map Pack.

We built the strategy around three non-negotiables: claim and dominate the GBP, build a review generation system that would run on autopilot through WhatsApp, and create NAP-consistent citations across every relevant Kenyan and global directory. No ads. No tricks. Just the fundamentals executed with relentless consistency.

Eleven weeks later, Amara was sitting in the top three for every primary keyword in her area. Her Saturday appointment book was full three weeks in advance. Wanjiru reduced her Facebook advertising spend by sixty percent. And she told us her biggest problem now was hiring enough stylists to keep up with demand.

CHALLENGE | APPROACH | RESULTS

CHALLENGES

- Unclaimed GBP with no photos, outdated info
- Only 11 reviews — most 18 months old

WHAT WE DID

- Claimed, verified & fully built out GBP in 48 hours
- Uploaded 35 professional-quality real photos week one

RESULTS

- ✓ Top 3 Map Pack in 11 weeks — position #1 by week 14
- ✓ 87 new Google reviews in 90 days at 4.8 stars average

<ul style="list-style-type: none"> • Zero NAP consistency across the web 	<ul style="list-style-type: none"> • Built 52 citations — all with exact NAP consistency 	<ul style="list-style-type: none"> ✓ Walk-in bookings from online search tripled
<ul style="list-style-type: none"> • Competitor with 143 reviews in #1 position 	<ul style="list-style-type: none"> • Deployed WhatsApp review request system post-appointment 	<ul style="list-style-type: none"> ✓ Saturday appointments booked 3 weeks in advance
<ul style="list-style-type: none"> • No locally-optimised website content 	<ul style="list-style-type: none"> • Rewrote homepage copy with Westlands targeting throughout 	<ul style="list-style-type: none"> ✓ Facebook ad spend cut by 60% — revenue still increased
<ul style="list-style-type: none"> • No review generation system in place 	<ul style="list-style-type: none"> • Set up weekly GBP posting schedule with offers and updates 	<ul style="list-style-type: none"> ✓ Hired 2 additional stylists to meet new demand

BEFORE & AFTER — THE NUMBERS

Metric	BEFORE	AFTER
Map Pack Position	Not ranking	#1
Google Reviews	11 reviews	98 reviews
Average Star Rating	3.9 ★	4.8 ★
Walk-In Bookings (monthly)	18–22	65–80
GBP Profile Views (monthly)	140	1,890
Direction Requests (monthly)	6	212
Online Citations	3 (inconsistent)	52 (consistent)
Monthly Ad Spend	KES 28,000	KES 11,000

HOW WE DID IT — IMPLEMENTATION TIMELINE

Week 1–2	GBP Foundation Claimed, verified, category optimised, 35 photos uploaded, description written, all services added with pricing.
Week 2–3	NAP Audit & Fix Identified 3 inconsistent old listings, corrected all. Locked canonical NAP format.
Week 3–5	Citation Building Submitted to 52 directories — Kenyan local, African business, and global platforms. All consistent.
Week 4	Review System Live WhatsApp follow-up template created. First 11 review requests sent. 8 reviews received in week one.

Week 5–7	Website Localisation Homepage rewritten with Westlands keyword targeting. Contact page rebuilt with embedded map and full NAP.
Week 7–11	GBP Posting & Monitoring Weekly posts with offers and photos. Review responses written within 24 hours. Rankings monitored weekly.
Week 11	Map Pack Position #3 First Map Pack entry achieved. Position continued climbing to #1 by week 14 through momentum.

CLIENT VOICE

“I watched a salon that opened six months ago rank above me for two years. Now I rank above them and I have stopped worrying about ads. Marginseye did what I kept trying to do myself but could never figure out. My problem now is that I am too busy — I need to hire more people.”

— Wanjiru M., Owner, Amara Hair Studio, Westlands, Nairobi

KEY TAKEAWAYS FOR YOUR BUSINESS

- **The GBP gap is real.** A newer, lesser competitor can outrank you for years purely because of digital presence. Claim your space.
- **Reviews compound.** 87 reviews in 90 days came from one simple ask — a WhatsApp message sent after every appointment. The system costs nothing.
- **NAP consistency is foundational.** Three inconsistent old listings were silently suppressing rankings. Fixing them alone moved the needle.
- **Local SEO replaces ads.** When you own the Map Pack, you do not need to pay for every customer. Organic beats paid for trust and cost.

CASE STUDY 02 | PROFESSIONAL SERVICES

Lagos Business Consultant — 340% More Inbound Enquiries in 6 Months

📍 Victoria Island, Lagos, Nigeria

🏢 Business Strategy Consulting

🕒 6 Months — Full Pipeline

340%

Inbound Enquiry Growth
Month 1 vs Month 6

#2

Map Pack Position
Service-area business

0

Cold Outreach Needed
Pipeline fully inbound

4.1x

Average Client Value
Higher quality leads

THE STORY

Adaeze had twelve years of corporate experience and had been running her own business strategy consultancy from Victoria Island for three years. She was good at what she did — her clients stayed, they referred others, and her work spoke for itself. But she was chasing every new client. LinkedIn outreach, WhatsApp groups, in-person networking events every week. It was exhausting and unpredictable.

The diagnosis was simple: she was invisible online despite having a website. No Google Business Profile. No local citations. No locally-optimised service pages. No content answering the questions her ideal clients were typing into Google when they needed a consultant. She was relying entirely on the people who already knew she existed — and that ceiling was low.

We built a local SEO strategy designed for service-area businesses — the framework for consultants and professionals who serve clients at their location rather than from a physical office. This meant setting up her GBP as a service-area business covering Lagos Island, Victoria Island, Lekki, and Ikoyi. We built content that answered the real questions her target clients — SME owners, startup founders, and corporate managers — were searching for. And we built citations across Nigerian and pan-African business directories.

Six months in, her pipeline was the opposite of what it used to be. Instead of chasing clients, she was selecting them. Her average project value had increased because the clients finding her through search were further along in their decision-making, more serious, and better matched to her positioning. She stopped attending most networking events because she no longer needed them.

CHALLENGE | APPROACH | RESULTS

CHALLENGES

WHAT WE DID

RESULTS

<ul style="list-style-type: none"> No GBP — invisible in local search entirely 	<ul style="list-style-type: none"> Set up GBP as service-area business — Lagos Island, VI, Lekki, Ikoyi 	<ul style="list-style-type: none"> ✓ Position #2 in Map Pack for primary consulting keywords in Lagos
<ul style="list-style-type: none"> Website with zero local or service-area optimisation 	<ul style="list-style-type: none"> Created service-area landing pages for each target location 	<ul style="list-style-type: none"> ✓ 340% increase in inbound client enquiries month 1 vs month 6
<ul style="list-style-type: none"> No citations in Nigerian or African directories 	<ul style="list-style-type: none"> Built citations in 38 Nigerian and African business directories 	<ul style="list-style-type: none"> ✓ Cold outreach and networking events reduced by 80%
<ul style="list-style-type: none"> Business development entirely dependent on networking 	<ul style="list-style-type: none"> Wrote targeted FAQ content matching real search queries from SME owners 	<ul style="list-style-type: none"> ✓ Average project value increased 4.1x due to higher-quality inbound leads
<ul style="list-style-type: none"> No content targeting her ideal clients' search queries 	<ul style="list-style-type: none"> Optimised website for consulting service keywords with local intent 	<ul style="list-style-type: none"> ✓ Fully booked 6 weeks ahead by month 5
<ul style="list-style-type: none"> Service-area business with no fixed client-facing address 	<ul style="list-style-type: none"> Implemented schema markup for professional services and service areas 	<ul style="list-style-type: none"> ✓ Two new associate consultants hired to manage increased client load

BEFORE & AFTER — THE NUMBERS

Metric	BEFORE	AFTER
Map Pack Position	Not ranking	#2
Monthly Inbound Enquiries	2–3	11–15
Average Project Value	NGN 180,000	NGN 740,000
New Clients per Month	1–2 (chased)	4–6 (inbound)
GBP Profile Views	0	2,340 / month
Website Traffic (local search)	~40 / month	~620 / month
Local Citations	0	38
Time Spent on BD per Week	12–15 hours	2–3 hours

HOW WE DID IT — IMPLEMENTATION TIMELINE

Week 1–2	GBP Service-Area Setup Created GBP as service-area business. Defined Lagos Island, VI, Lekki, Ikoyi as service zones. Business description optimised with consulting keywords.
Week 2–4	Service-Area Landing Pages Created individual pages for business consulting in Victoria Island, Lagos Island, and Lekki — each uniquely written with local context.
Week 4–6	Nigerian Citation Building Submitted to 38 directories — Nigerian business directories, African professional associations, and global platforms with Lagos service-area notation.
Week 6–8	FAQ & Search Content Published 8 FAQ articles targeting real search queries from SME owners looking for consultants in Lagos.
Week 8–12	Schema & Technical SEO Professional services schema implemented. Google Search Console connected. Site speed optimised for mobile.
Week 12–24	GBP Activity & Review Building Weekly GBP posts, consistent review requests from satisfied clients, monthly performance reviews. Rankings climbed steadily through month 6.

CLIENT VOICE

“Three years of LinkedIn messages, WhatsApp groups, and networking events. Six months of Marginseye and I have a waiting list. The clients coming through search are better — they have already decided they want a consultant, they know what they need, and they are ready to start. I am now choosing who I work with instead of begging people to work with me.”

— Adaeze O., Principal Consultant, Visionary Strategy Partners, Lagos

KEY TAKEAWAYS FOR YOUR BUSINESS

- **Service-area businesses can dominate local search.** You do not need a physical address in every city you serve. Properly structured GBP and service pages work.
- **Search intent changes lead quality.** Clients who find you through search have already decided to buy — they are choosing between providers, not considering whether to hire at all.
- **Content earns clients.** Eight FAQ articles answering real questions drove more qualified leads than three years of networking combined.
- **The networking trap is real.** Business development through events and outreach is exhausting and inconsistent. Local SEO replaces it with a system that runs while you sleep.

CASE STUDY 03 | FOOD & HOSPITALITY

Nairobi Family Restaurant — Beating the Chains Without a Marketing Budget

📍 Kilimani, Nairobi, Kenya

🏠 Restaurant & Dining

🕒 120 Days to #1 Position

#1

Map Pack Position
*Competitive dining
keyword*

+34%

Monthly Revenue
vs same period prior year

3 Wks

Sat Reservations
Booked
In advance, consistently

214

New Reviews in 90
Days
4.7 ★ average

THE STORY

Zawadi Kitchen had been feeding Kilimani for eight years. The owner, Mama Joyce, had built something genuinely special — a menu rooted in traditional Kenyan cooking with a dining room that felt like being a guest in someone's home. Her regulars were loyal and vocal. But online, she was invisible. Two chain restaurants that had opened nearby were splitting the Map Pack between them and capturing every new customer who moved to the area or searched online.

Joyce was spending KES 35,000 a month on Facebook and Instagram ads that produced inconsistent results. She was boosting posts, running discounts, and watching the chains grow their online reviews by the hundreds while hers stayed stuck at 31. She came to Marginseye frustrated, not because her food was bad — it was better than the competition — but because the game felt rigged against her.

The reality was simpler than she thought. The chains were not winning because of bigger budgets. They were winning because they had systems. Every franchisee follows a GBP optimisation playbook. Every customer gets a review request. Every location has a complete, accurate, active profile. We gave Zawadi Kitchen those same systems — without the corporate budget.

By day 60, Zawadi Kitchen had broken into the Map Pack. By day 120, they were number one. The Saturday reservation book went from sporadic to fully booked three weeks ahead. Monthly revenue was up 34% compared to the same period the year before. And the chains that had dominated for two years dropped to positions two and three.

CHALLENGE | APPROACH | RESULTS

CHALLENGES

- Chains with big budgets dominating Map Pack positions 1 and 2

WHAT WE DID

- Rebuilt GBP completely — menu items, real food photos, updated hours, attributes

RESULTS

- ✓ Position #1 in Map Pack for primary dining keywords in Kilimani by day 120

<ul style="list-style-type: none"> • Only 31 reviews — chains had 200+ each 	<ul style="list-style-type: none"> • Deployed QR code review cards at every table linking directly to Google review form 	<ul style="list-style-type: none"> ✓ 214 new Google reviews in 90 days at 4.7 star average
<ul style="list-style-type: none"> • No review request system — relying on customers to act spontaneously 	<ul style="list-style-type: none"> • Posted 3x per week on GBP — daily specials, events, behind-the-scenes kitchen content 	<ul style="list-style-type: none"> ✓ Saturday reservations fully booked 3 weeks in advance
<ul style="list-style-type: none"> • Spending KES 35,000/month on ads with inconsistent ROI 	<ul style="list-style-type: none"> • Built 61 consistent citations in Nairobi dining, hospitality, and local directories 	<ul style="list-style-type: none"> ✓ Monthly revenue up 34% vs same period previous year
<ul style="list-style-type: none"> • GBP existed but was incomplete — no menu, no photos, outdated hours 	<ul style="list-style-type: none"> • Created locally-targeted website pages: 'best Kenyan restaurant Kilimani', 'family dining Nairobi' 	<ul style="list-style-type: none"> ✓ Facebook advertising reduced to KES 8,000/month — down from KES 35,000
<ul style="list-style-type: none"> • No locally-targeted website content beyond a basic homepage 	<ul style="list-style-type: none"> • Implemented restaurant schema markup including menu, opening hours, and aggregate rating 	<ul style="list-style-type: none"> ✓ Both chain competitors dropped from Map Pack top 2 to positions 2 and 3

BEFORE & AFTER — THE NUMBERS

Metric	BEFORE	AFTER
Map Pack Position	Not ranking	#1
Google Reviews	31	245
Average Star Rating	4.1 ★	4.7 ★
Saturday Reservations	Sporadic, 60% capacity	Full 3 weeks in advance
Monthly Revenue	Baseline	+34%
GBP Views (monthly)	280	3,890
Direction Requests (monthly)	22	487
Monthly Ad Spend	KES 35,000	KES 8,000

HOW WE DID IT — IMPLEMENTATION TIMELINE

Week 1–2	GBP Deep Optimisation Complete menu added with descriptions and photos. 48 food and venue photos uploaded. Hours, attributes, and description fully updated.
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Week 2	Review System Deployed QR code review cards designed and printed — placed on every table and at the till. Review link tested across all devices.
Week 2–4	Citation Building 61 citations built across Nairobi dining guides, hospitality directories, Kenyan local business platforms, and global directories.
Week 3	GBP Posting Begins Three posts per week established — daily specials Tuesday, behind-the-scenes Thursday, community/cultural Sunday. Consistent for 16+ weeks.
Week 4–6	Website Local Content Two new landing pages created targeting 'best Kenyan restaurant Kilimani' and 'family dining Nairobi'. Restaurant schema implemented.
Week 8	Map Pack Entry First appearance in Map Pack achieved. Position 3, then 2 within two weeks as reviews and GBP activity compounded.
Week 17	Position #1 Achieved Zawadi Kitchen takes the top Map Pack position. Both chain competitors moved down. Momentum sustained through ongoing system.

CLIENT VOICE

“I was spending thirty-five thousand shillings a month on ads and still losing to restaurants that had been open for two years. Now I spend eight thousand and I am ranked first. My Saturday tables are gone before I can even update Instagram. I wish I had done this four years ago — I would have saved so much money and grown so much faster.”

— Joyce N., Owner & Head Chef, Zawadi Kitchen, Kilimani, Nairobi

KEY TAKEAWAYS FOR YOUR BUSINESS

- **Chains win with systems, not budgets.** Replicate the local SEO playbook that franchises follow and you compete at the same level — often winning because your authenticity signals are stronger.
- **QR code reviews are powerful.** 214 reviews in 90 days came from a printed card and a two-tap review process. Remove friction and customers act.
- **GBP posting beats social media for local rankings.** Three posts per week on GBP drove more Map Pack momentum than a year of Instagram content.
- **Local SEO replaces ad spend over time.** The savings from reduced advertising alone covered the entire local SEO investment within four months.

CASE STUDY 04 | HEALTHCARE

Nairobi Dental Clinic — 847% ROI in Year One, Zero Ads

📍 CBD, Nairobi, Kenya

🏢 Dental & Oral Healthcare

🕒 5 Months — 41% New Patients Online

847%

Year-One ROI
On local SEO investment

41%

New Patients from Search
Up from near 0%

Top 3

Map Pack Position
All primary keywords

5 Mo

To Full Transformation
Comprehensive implementation

THE STORY

Bright Smiles Dental Clinic had operated in Nairobi's CBD for twelve years. Dr. Kamau had built his reputation the traditional way — through referrals, word of mouth, and relationships with other healthcare professionals who sent him patients. It worked well enough. Until it stopped growing.

The clinic's patient base had plateaued. Referrals remained steady but new patient acquisition was essentially zero without the referral network. Dr. Kamau had a website that looked like it was built in 2012 and had never been updated. He had no Google Business Profile. He had no online reviews — a significant problem in healthcare where reviews are a primary decision-making factor for new patients. And he had competitors who had embraced digital and were capturing every person who moved to the city or simply typed 'dentist near me' on their phone.

The local SEO strategy we built was comprehensive by necessity. Healthcare is a high-trust category — patients research extensively before choosing a provider. We needed not just rankings but a complete digital trust architecture: GBP with services and photos, reviews that reflected the real patient experience, location pages for each of the neighborhoods the clinic served, and FAQ content that answered every question a nervous new dental patient might type into Google.

Within five months, 41% of all new patients were coming through online search — a channel that had been contributing essentially nothing. The ROI on the local SEO investment, calculated against new patient revenue in year one, came to 847%. Dr. Kamau told us it was the highest-returning investment the clinic had made in twelve years of operation.

CHALLENGE | APPROACH | RESULTS

CHALLENGES

WHAT WE DID

RESULTS

<ul style="list-style-type: none"> • Zero online presence — no GBP, no reviews, no local citations 	<ul style="list-style-type: none"> • Created comprehensive GBP with all dental services, photos, Q&A, booking link 	<ul style="list-style-type: none"> ✓ Top 3 Map Pack position for all primary dental keywords in Nairobi
<ul style="list-style-type: none"> • Patient acquisition 100% dependent on referral network 	<ul style="list-style-type: none"> • Built patient review request system integrated into post-appointment process 	<ul style="list-style-type: none"> ✓ New patient inquiries from online search went from near 0 to 41% of all new patients
<ul style="list-style-type: none"> • Outdated website with no local optimisation 	<ul style="list-style-type: none"> • Created location landing pages for CBD, Upper Hill, Westlands, and Parklands 	<ul style="list-style-type: none"> ✓ 65 citations built — all perfectly consistent with canonical NAP
<ul style="list-style-type: none"> • Healthcare is high-trust — patients research heavily before choosing 	<ul style="list-style-type: none"> • Wrote healthcare FAQ content answering real patient search queries 	<ul style="list-style-type: none"> ✓ ROI on local SEO investment calculated at 847% in year one
<ul style="list-style-type: none"> • Competitors with strong GBP profiles already occupying Map Pack 	<ul style="list-style-type: none"> • Built 65 citations across health directories, Kenyan business platforms, global directories 	<ul style="list-style-type: none"> ✓ Appointment booking now available online — reducing phone admin by 35%
<ul style="list-style-type: none"> • No appointment booking functionality online 	<ul style="list-style-type: none"> • Implemented local business and medical schema markup site-wide 	<ul style="list-style-type: none"> ✓ Clinic added second dentist to manage increased patient volume

BEFORE & AFTER — THE NUMBERS

Metric	BEFORE	AFTER
Map Pack Position	Not ranking	Top 3
New Patients from Online Search	~0 per month	18–22 per month
New Patient Source (online %)	< 2%	41%
Google Reviews	0	78
Average Star Rating	N/A	4.9 ★
Local Citations	2 (inconsistent)	65 (consistent)
GBP Profile Views (monthly)	0	2,140
Year-One Local SEO ROI	N/A	847%

HOW WE DID IT — IMPLEMENTATION TIMELINE

Week 1–2	GBP Build from Scratch Created and verified GBP. All dental services added with descriptions. 40 clinic photos uploaded. Appointment booking link integrated.
Week 2–3	NAP Canonicalisation Set canonical NAP format. Identified and corrected 2 old inconsistent listings. Verified across all existing mentions.
Week 3–6	Citation Building 65 citations built across health directories, dental associations, Kenyan business platforms, and global directories.
Week 4–8	Location Pages & FAQ Content Four location landing pages written. Twelve healthcare FAQ articles published targeting common patient search queries.
Week 6	Review System Integrated Post-appointment review request process created. SMS and WhatsApp templates approved. System generating 10–15 review requests per week.
Week 8	Schema & Technical Medical and local business schema implemented. Mobile speed improved from 54 to 81 on PageSpeed Insights.
Week 20	Top 3 Map Pack Achieved Clinic sits in top 3 for all primary keywords. New patient volume from search at 41% and stabilising. Second dentist brought on.

CLIENT VOICE

“For twelve years I relied on referrals because I did not understand how patients were finding dentists online. Now I understand. And now I am ranking above practices that have been spending on ads for years. The ROI number surprised even me — I expected good results but not eight hundred and forty-seven percent. This is the best business investment this clinic has made.”

— Dr. James Kamau, Principal Dentist, Bright Smiles Dental Clinic, Nairobi CBD

KEY TAKEAWAYS FOR YOUR BUSINESS

- **Healthcare trust is built online now.** Patients research their dentist before booking. If you have no reviews and no online presence, the patient chooses someone else.
- **Location pages for each service area compound over time.** Four landing pages each targeting different Nairobi neighborhoods drove qualified traffic from four separate micro-markets.
- **The referral ceiling is real.** Referral networks plateau. Local SEO creates a parallel acquisition channel that operates independently and scales with your rankings.
- **847% ROI is not unusual for healthcare local SEO.** High-value service businesses see exceptional returns because each new client is worth significant revenue. The investment pays itself back fast.

CASE STUDY 05 | HOME SERVICES

Manchester Emergency Plumber — Top 3 in 8 Weeks, £180K Revenue Attributed

📍 Manchester, United Kingdom

🏠 Emergency Plumbing & Heating

🕒 8 Weeks to Map Pack

£180K

Revenue Attributed
Year one from local search

Top 3

Map Pack Position
Emergency plumber
Manchester

8 Wks

Time to Map Pack
From standing start

+290%

Monthly Call Volume
From online search

THE STORY

Premier Plumbing Solutions had been operating in Manchester for six years. Gary, the owner, had built a solid team of four engineers and had a good reputation in the areas they served. But he was spending £2,200 a month on Google Ads for emergency plumbing keywords and feeling like he was on a treadmill — the moment he paused ads, the phone stopped. He had no organic visibility whatsoever.

Emergency plumbing is one of the highest-intent, highest-conversion local search categories. Someone searching 'emergency plumber Manchester' at two in the morning is not browsing — they have a burst pipe and they need someone now. The business that shows up first in the Map Pack at that moment captures that call. Gary was paying to show up through ads but had no organic foundation that would work without that spend.

The strategy focused on the three pillars that matter most in competitive emergency services markets: a fully optimised GBP with emergency service attributes and 24-hour availability prominently displayed, aggressive citation building across UK home services directories and local Manchester platforms, and a review generation system that would accumulate social proof faster than his competitors could match.

Eight weeks. That is how long it took to go from zero Map Pack presence to the top three for the highest-value emergency plumbing keywords in Manchester. Year one revenue attributed to local search came to £180,000. Gary reduced his Google Ads spend from £2,200 to £600 per month — keeping a small budget for times when he wanted extra visibility, but no longer dependent on it to keep the phone ringing.

CHALLENGE | APPROACH | RESULTS

CHALLENGES

WHAT WE DID

RESULTS

<ul style="list-style-type: none"> • 100% dependent on paid ads — no organic local search presence 	<ul style="list-style-type: none"> • Rebuilt GBP with emergency availability, 24h hours, all services detailed 	<ul style="list-style-type: none"> ✓ Top 3 Map Pack position for emergency plumber Manchester in 8 weeks
<ul style="list-style-type: none"> • Spending £2,200/month on Google Ads with no organic backup 	<ul style="list-style-type: none"> • Built 74 citations — UK plumbing directories, home services platforms, Manchester local directories 	<ul style="list-style-type: none"> ✓ Monthly call volume from online search increased by 290%
<ul style="list-style-type: none"> • Highly competitive market — established plumbers with years of reviews 	<ul style="list-style-type: none"> • Deployed review request system via text message post-job completion 	<ul style="list-style-type: none"> ✓ Year-one revenue attributed to local search: £180,000
<ul style="list-style-type: none"> • GBP existed but had no emergency service attributes, minimal photos 	<ul style="list-style-type: none"> • Created service pages for each Manchester district: City Centre, Salford, Trafford, Didsbury 	<ul style="list-style-type: none"> ✓ Google Ads spend reduced from £2,200 to £600 per month
<ul style="list-style-type: none"> • 27 reviews — key competitors had 150+ 	<ul style="list-style-type: none"> • Published emergency plumbing FAQ content targeting 2am search queries 	<ul style="list-style-type: none"> ✓ Reviews grew from 27 to 162 in six months at 4.8 star average
<ul style="list-style-type: none"> • No citation presence in UK home services directories 	<ul style="list-style-type: none"> • Implemented schema for emergency services including call tracking numbers 	<ul style="list-style-type: none"> ✓ Team expanded from 4 to 7 engineers to manage increased call volume

BEFORE & AFTER — THE NUMBERS

Metric	BEFORE	AFTER
Map Pack Position	Not ranking	Top 3
Monthly Calls from Organic Search	8–12	35–45
Google Reviews	27	162
Average Star Rating	4.2 ★	4.8 ★
Monthly Google Ads Spend	£2,200	£600
GBP Views (monthly)	340	4,280
UK Local Citations	7 (inconsistent)	74 (consistent)
Year-One Search Revenue	Negligible	£180,000

HOW WE DID IT — IMPLEMENTATION TIMELINE

Week 1	GBP Emergency Optimisation All emergency attributes added. 24/7 hours set. 55 photos uploaded including team, equipment, and completed jobs. Emergency service description written.
Week 1–2	NAP Audit 7 inconsistent UK citations found and corrected. Canonical NAP set including company registration number for trust.
Week 2–5	UK Citation Building 74 citations across Checkatrade, TrustATrader, Rated People, Yell, Thomson Local, Manchester directories, and global platforms.
Week 3	Review System Live Text message review request sent 2 hours after job completion. First week: 14 requests, 9 reviews received.
Week 4–6	District Service Pages Eight Manchester district service pages published. Each uniquely written with local landmarks and area-specific content.
Week 6–8	Schema & Emergency Content Emergency services schema implemented. FAQ content published for overnight search queries. Call tracking set up.
Week 8	Top 3 Map Pack Entry Premier Plumbing enters the Map Pack at position 3. Climbs to position 2 within two weeks. Phone volume increases immediately.

CLIENT VOICE

“I was giving Google two thousand two hundred pounds a month just to keep the phone ringing. If I stopped for a weekend, the calls stopped. Now my organic rankings mean I get calls whether I’m running ads or not. The Map Pack is mine and my competitors know it — I have had two of them ask me what I did. I just smile.”

— Gary T., Director, Premier Plumbing Solutions, Manchester

KEY TAKEAWAYS FOR YOUR BUSINESS

- **Emergency services are the highest-intent local searches.** The person searching 'emergency plumber near me' at 2am is not comparing prices. They are clicking the first result they trust. Own that position.
- **Ads are a treadmill.** When you stop paying, you disappear. Local SEO builds an asset that keeps delivering without ongoing spend.
- **District-level service pages matter in large cities.** One page for 'plumber Manchester' competes with every business in the city. District pages win in their micro-markets more easily.
- **Fast review growth can overcome entrenched competitors.** Going from 27 to 162 reviews in six months — through a simple text message system — shifted the competitive balance entirely.

YOUR BUSINESS COULD BE THE NEXT CASE STUDY

Every business in this document was invisible 12 months ago.

None of them had massive budgets. None of them had a technical background.

They had one thing in common:

They stopped guessing and started using a system.

That system is available to you today.

WHAT HAPPENS WHEN YOU WORK WITH MARGINSEYE

01

Free Local SEO Audit We analyse your current local search presence, identify exactly what is holding you back, and show you what your competitors are doing that you are not.

02

Custom Strategy We build a strategy specific to your business, your market, and your goals — not a generic package, a plan designed for your situation.

03

Implementation We execute the full local SEO framework — GBP optimisation, citations, review systems, content, technical SEO — with weekly progress updates.

04

Reporting & Growth Monthly performance reports tracking rankings, GBP insights, review growth, and business outcomes. We optimise continuously based on what the data shows.

Ready to get started?

marginseye.com | hello@marginseye.com

Free local SEO audit | No obligation | Results guaranteed

Trusted by 8,000+ businesses across East Africa, West Africa, the UK, and beyond.