

LOCAL SEO CASE STUDY

A Local SEO case study

Turning a Slow Winter Into a Landscaping Company's Busiest Season

Quick Results

Business:

NEEDS DATA business name residential landscaping company

Challenge:

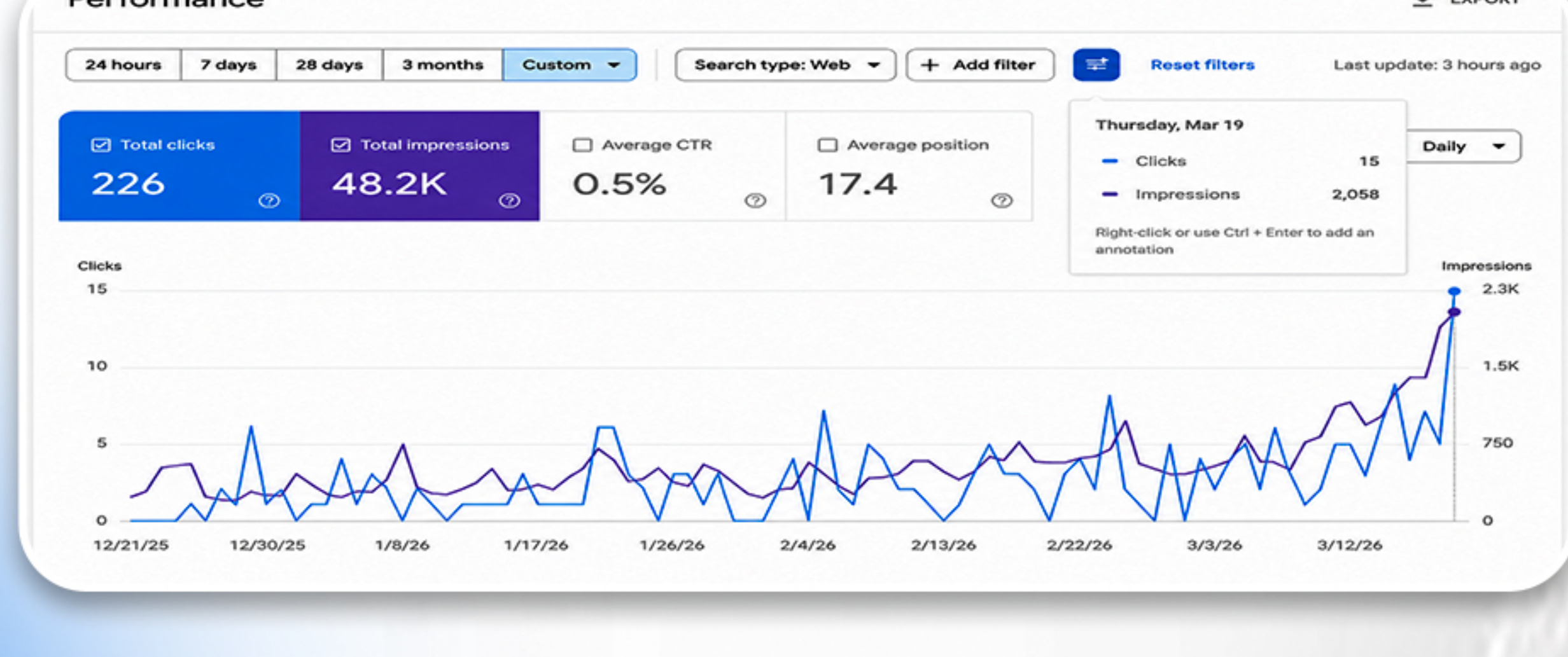
Low local visibility, and a winter season that's typically slow for landscaping demand

Strategy:

Google Business Profile optimization, on-page SEO improvements, and local citation/backlink building

Results within the first month, sustained through the Reporting Period:

- 226 clicks and 48.2K impressions in organic search, average position 17.4 54
- 54 calls generated directly from the Business Profile Oct 2025 Feb 2026 an 800% increase year over year
- February 2026 alone brought 23 calls, the single strongest month in the period
- The client described it as his busiest winter season on record, despite winter typically being the slow season for landscaping
- Two client referrals generated from the results, with the engagement still ongoing



The Challenge

This client came in through cold outreach and wasn't an easy sell landscaping is seasonal, winter is normally quiet, and he wasn't willing to pay upfront without seeing results first. That put real pressure on the SEO work to perform quickly and visibly, not just build toward a future payoff.

Beyond the trust issue, the business itself had the challenge most local service companies face: low visibility in local search and an underused Google Business Profile, in a category where most jobs come from someone searching "landscaper near me" in the moment they need one.



The Strategy

1. Google Business Profile optimization.

The profile was optimized and made active, which is what shows up most clearly in the call data 54 calls came directly from the profile over the reporting period, with a sharp jump to 23 in February alone.

2. On-page SEO improvements.

Website content and structure were optimized to better match local search intent, supporting the overall lift in impressions and clicks.

3. Local citations and backlinks.

Citation and backlink work was done to strengthen the business's local authority signals, reinforcing the profile and on page work rather than acting as a standalone tactic.

Results :

Metric	Value
Organic clicks	226
Organic impressions	48.2K
Average CTR	0.5%
Average position	17.4
Calls from Business Profile Oct 2025 Feb 2026	54
Year-over year call growth	+800%
Best single month Feb 2026	23 calls

Average position 17.4 and CTR 0.5% are still modest this reflects a business early in its SEO growth, not yet dominating page one. The call growth is the standout number here: it's a much stronger signal than clicks alone, since it points directly to business impact rather than just search visibility.

What Made It Work

The GBP optimization appears to be doing the heaviest lifting the call data tracks closely with when that work would have started showing effects, and calls are a more direct measure of lead generation than clicks or impressions. The

on page and citation work laid the foundation underneath that, building the visibility that made the profile discoverable in the first place.

Takeaway

For a seasonal business, timing matters as much as tactics. Landing meaningful local SEO gains right as winter demand would normally be dropping turned what's usually a slow season into the client's busiest one on record and the two referrals since suggest the results were felt on his end, not just visible in the data.