

OUTRANK LOCAL SEARCH CASE STUDY

CALLAN FINANCE



CALLAN FINANCE GMB

A & E E Callan Limited have been a Google My Business customer of ours since March 2018, approaching us after another client recommended our services. The Google My Business listing for A & E E Callan Limited was not ranking within the 3-pack or on the first few pages of Google Maps.

It became clear that this business was not relevant or authoritative within their industry or local area in the eyes of Google. How Google views your business is very important to the ranking of a Google My Business listing; a lot of time was needed to improve their relevance, authority and trust.

Two weeks after optimising the listing for A & E E Callan Limited, the listing hit the 3-pack for Doorstep Loans and Home Collected Loans within the area of Liverpool.

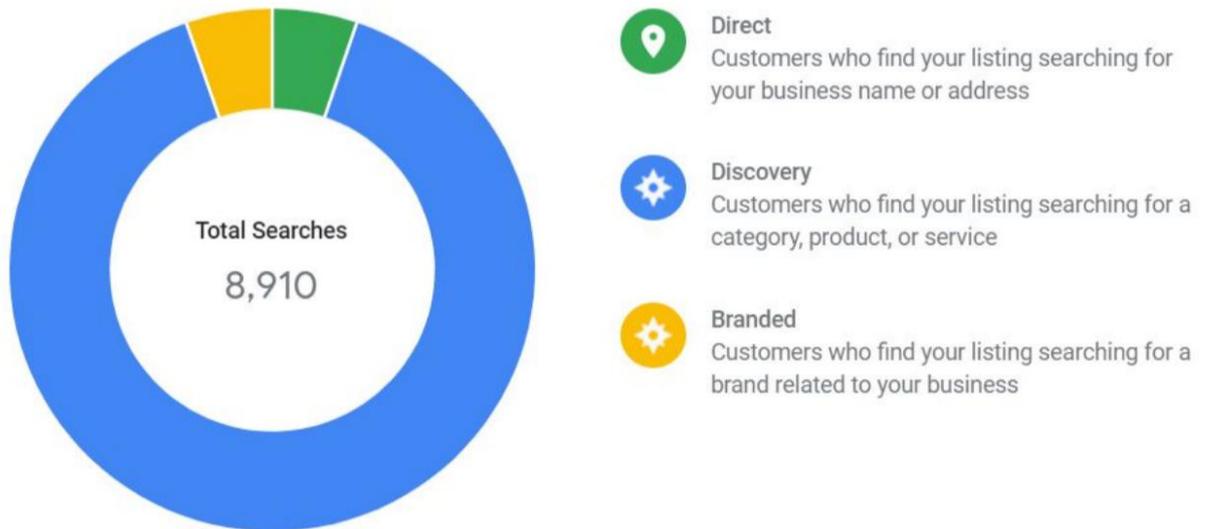
**"HITTING TOP 3 FOR
DOORSTEP LOANS
HAS TRANSFORMED
OUR BUSINESS"**

Below are screenshots of their Google My Business Insights, showing how the listing has performed over the last three months.



How customers search for your business

1 quarter ▾

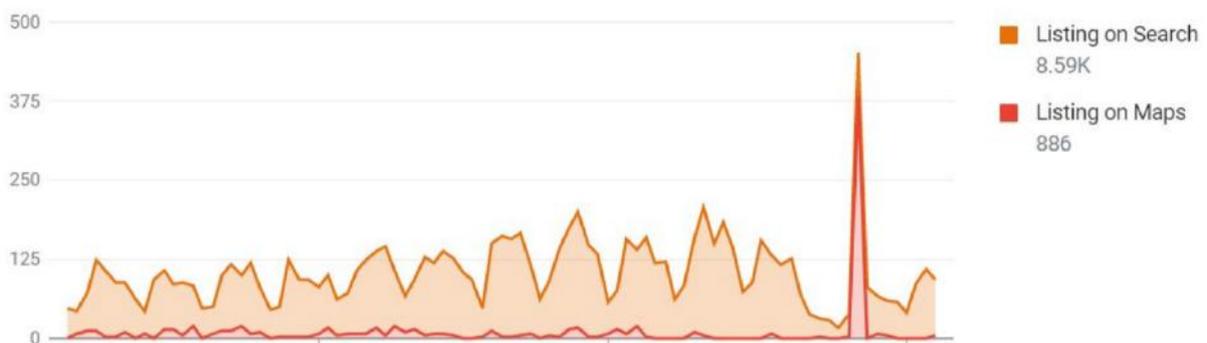


The image above shows *how* the customers search when looking for A & E Callan Limited, and the different category of searches that the listing ranks within.

The Google services that customers use to find your business

1 quarter ▾

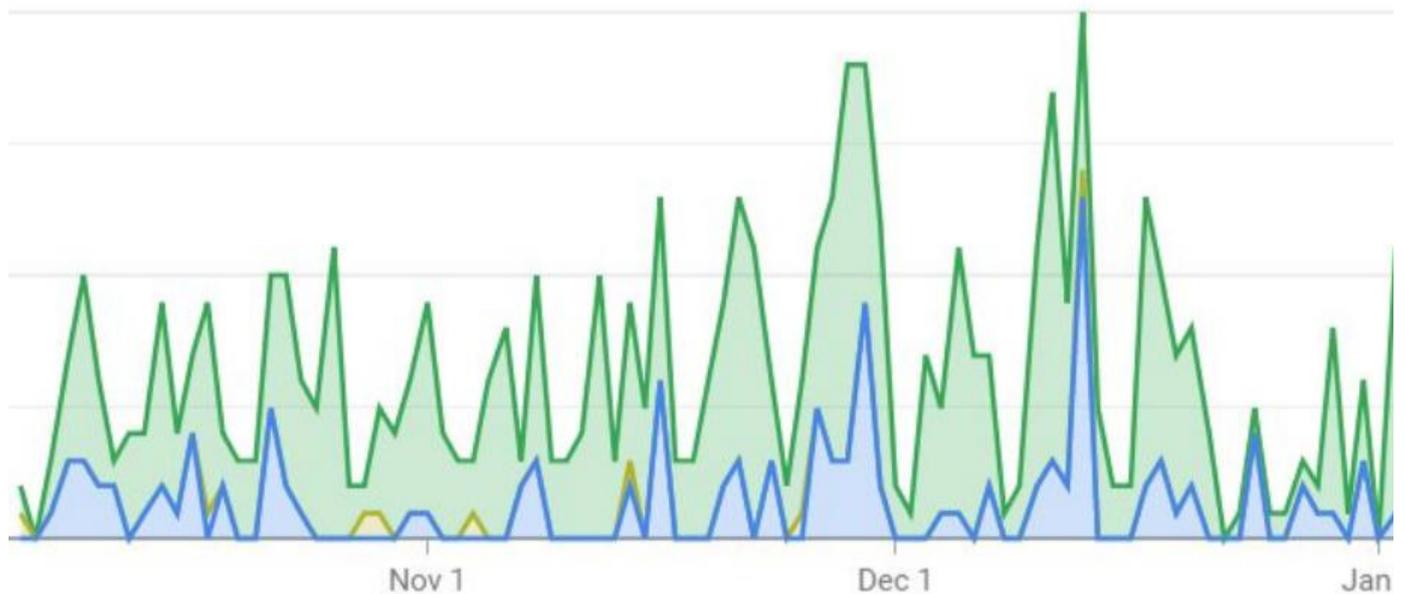
Total views 9.47K



WHERE CUSTOMERS VIEW YOUR BUSINESS

As you can see from the image above, the Google My Business listing for A & E Callan Limited is being found more within the SERPs (Search Engine Results Pages) than on Google Maps itself. This is good news, as it means that the listing is showing within the 3-pack rather than consumers clicking into More Places to find their listing.

| actions 567



CONCLUSION

Customer Actions are an important Insight to look at before optimising a Google My Business listing. After viewing the Customer Actions prior to the listing optimisation, it allowed us to create and implement specific call to actions within the listing itself, generating as much ROI as possible for the client.

Since March 2018, the amount of business that A & E E Callan Limited are receiving has increased dramatically. The insights also show that a lot of people are calling them directly from the listing, and that the traffic that they are receiving to their website is from potential customers who are interested in the services provided by A & E E Callan Limited.

130
CALLS

9K
VIEWS