

# Case Study

## Local Flooring Company

### 3-Month SEO & Google Business Profile Results

*Client name withheld at client's request*



## Overview

In late November 2025, a locally owned flooring contractor needed help improving visibility in Google search for services like **carpet installation, tile installation, and flooring contractor searches** across Gainesville, Whitesboro, Lake Kiowa, and surrounding North Texas communities.

The business had a solid reputation locally, but its website and Google Business Profile were not clearly signaling services to search engines. As a result, potential customers searching for flooring services often couldn't find the business online.

The goal was simple: **improve visibility and connect local searchers with the right services more clearly.**

Prepared by: Make It Memorable

Service focus: SEO Clarity • Google Business Profile Optimization • Local Visibility Strategy



## The Strategy: Clarity First

Rather than implementing complicated SEO tactics, the focus was on **clarity and alignment** between three critical elements:

- Google Business Profile
- Website structure
- Service-specific search intent

Key improvements included:

- Updating Google Business Profile categories and services
- Rewriting SEO titles and meta descriptions
- Creating a dedicated **Carpet Installation service page**
- Strengthening homepage content around flooring services
- Improving page headers (H1/H2) for search relevance
- Adding internal links between service pages
- Adding alt text to gallery images
- Reinforcing service areas across North Texas

The work was completed in **2–3 days as a one-time SEO upgrade under \$300.**

## Website Performance Improvements

Within the first few weeks after implementation, the website began showing stronger engagement signals.

Early indicators included:

- **Bounce rate dropped by more than 60%**
- Visitors began landing on **specific service pages instead of only the homepage**
- Page exploration increased across service and contact pages

These signals suggested that visitors were finding content that better matched what they were searching for.

## Google Business Profile Results

As the website and Google Business Profile became more aligned, the business began seeing increased local interactions through its GBP listing.

Customers began taking actions directly from Google search, including:

- Website clicks
- Phone calls
- Direction requests

These actions represent high-intent behavior from people actively searching for flooring services in the local area.

## Why This Matters

For local service businesses, visibility depends on **clear signals between Google, the business listing, and the website.**

When those signals are confusing or incomplete, search engines struggle to connect customers with the right services.

In this case, relatively small improvements in clarity helped Google better understand three critical things:

- what the business offers
- where it operates
- which searches it should appear for

## Key Takeaway

Small businesses don't always need expensive SEO campaigns to improve visibility.

Sometimes the biggest impact comes from **making services easier for both customers and search engines to understand.**

When a website, Google Business Profile, and service pages are clearly aligned, the right customers can find the business faster and take action.