All Wet Irrigation

For more than 30 years, All Wet Irrigation & Lighting has provided residential and commercial outdoor lighting and irrigation solutions in northern New Jersey.

1

The challenge

Their goal was to get more leads, and to get them in target locations.

2

The solution

Enter Nearby Now.

Like a series of sprinklers being linked together to cover an area more effectively, Nearby Now has helped All Wet Irrigation grow by increasing market share in every single town they already serve, and those they want to serve.

They currently have check-ins in more than 280 cities and each one helps other people in that city find their services.

Nearby Now has helped blanket a tremendously lucrative area with premium content about All Wet Irrigation & Lighting.

2

The solution, *continued*

Nearby Now has easy-to-use mobile apps that work on iOS and Android devices. You don't need anything more than the phone you're already carrying to do your check-ins and send review requests. Checking in and requesting reviews takes seconds and is easily woven into the workflow for each job. This isn't something you have to remember to do when you get back to the office.

The checkins, reviews, and photos show up on their city pages in real-time. If you installed a low-voltage LED landscape lighting system integrating light sensors and timers for efficiency for a single family home in Morristown, NJ this morning, Google will see that right away. And that means customers and prospects will see that right away.

And this reinforces another significant advantage an home services company gets from social media: site activity shows the site is alive. An active site shows prospects that your business is active, and the hyperlocal nature of checkins and reviews show the prospects that your business is active where they are, and where they need you.

Results

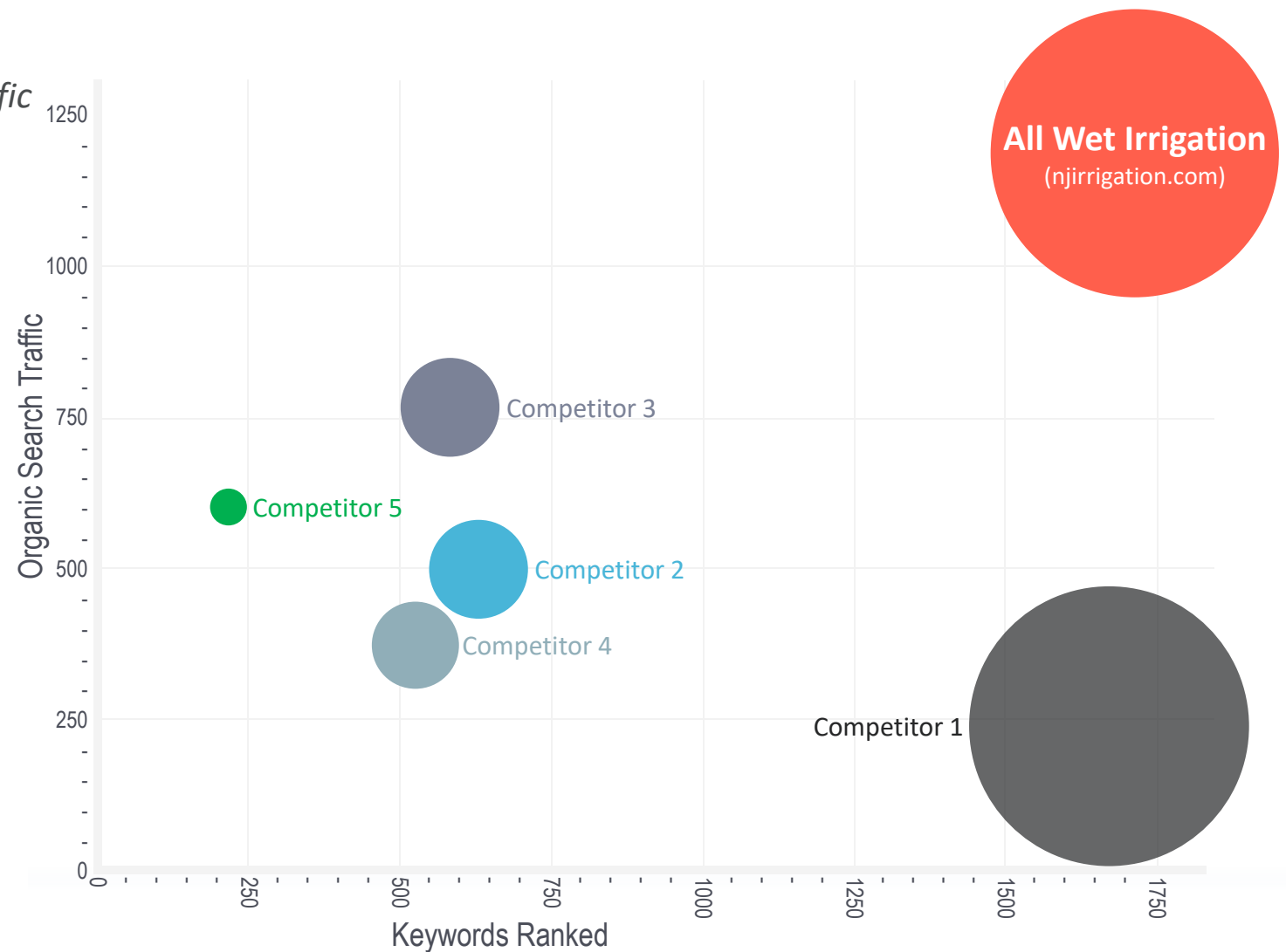## Competitive Positioning

Ranking keywords and organic search traffic

All Wet Irrigation

Competitor 1

Competitor 2

Competitor 3

Competitor 4

Competitor 5

All Wet Irrigation
(njirrigation.com)

Competitor 3

Competitor 5

Competitor 2

Competitor 4

Competitor 1

Organic Search Traffic

Keywords Ranked

Reputation Footprint: before Nearby Now

Reputation Footprint

1 City

Local Reputation Drivers

0 Local Reviews

0 Local Checkins

0 Local Photos

0 Local Videos

🟩 Reputation Footprint

After

Reputation Footprint: after Nearby Now

Reputation Footprint

281 Cities

Local Reputation Drivers

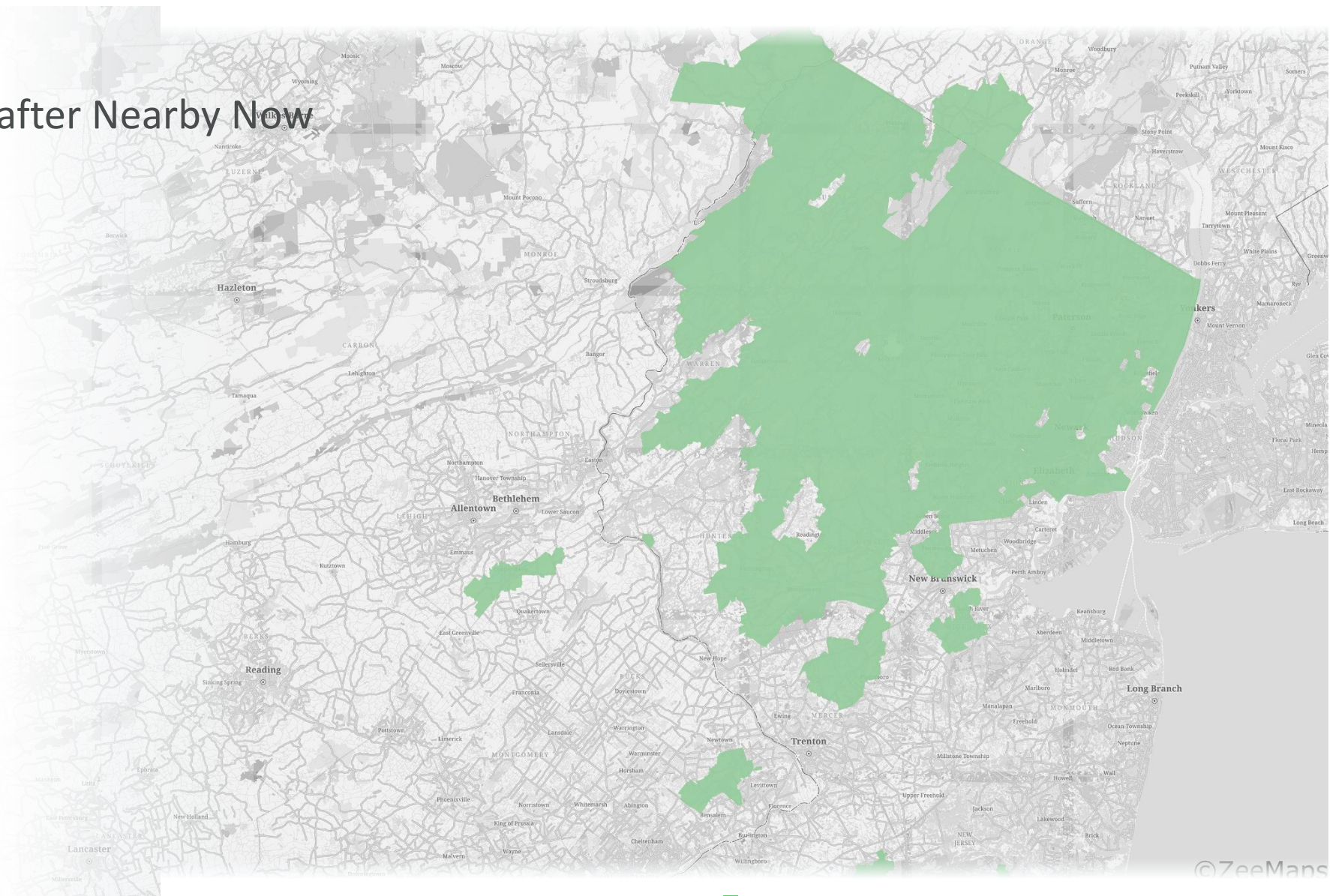**3,827** Local Reviews

4.92 Stars Average Rating

419 Google Reviews

4.9 Stars Average Rating

47,363 Local Checkins

15,999 Local Photos

72 Local Videos

■ Reputation Footprint

After

Reputation Footprint: City Spotlight

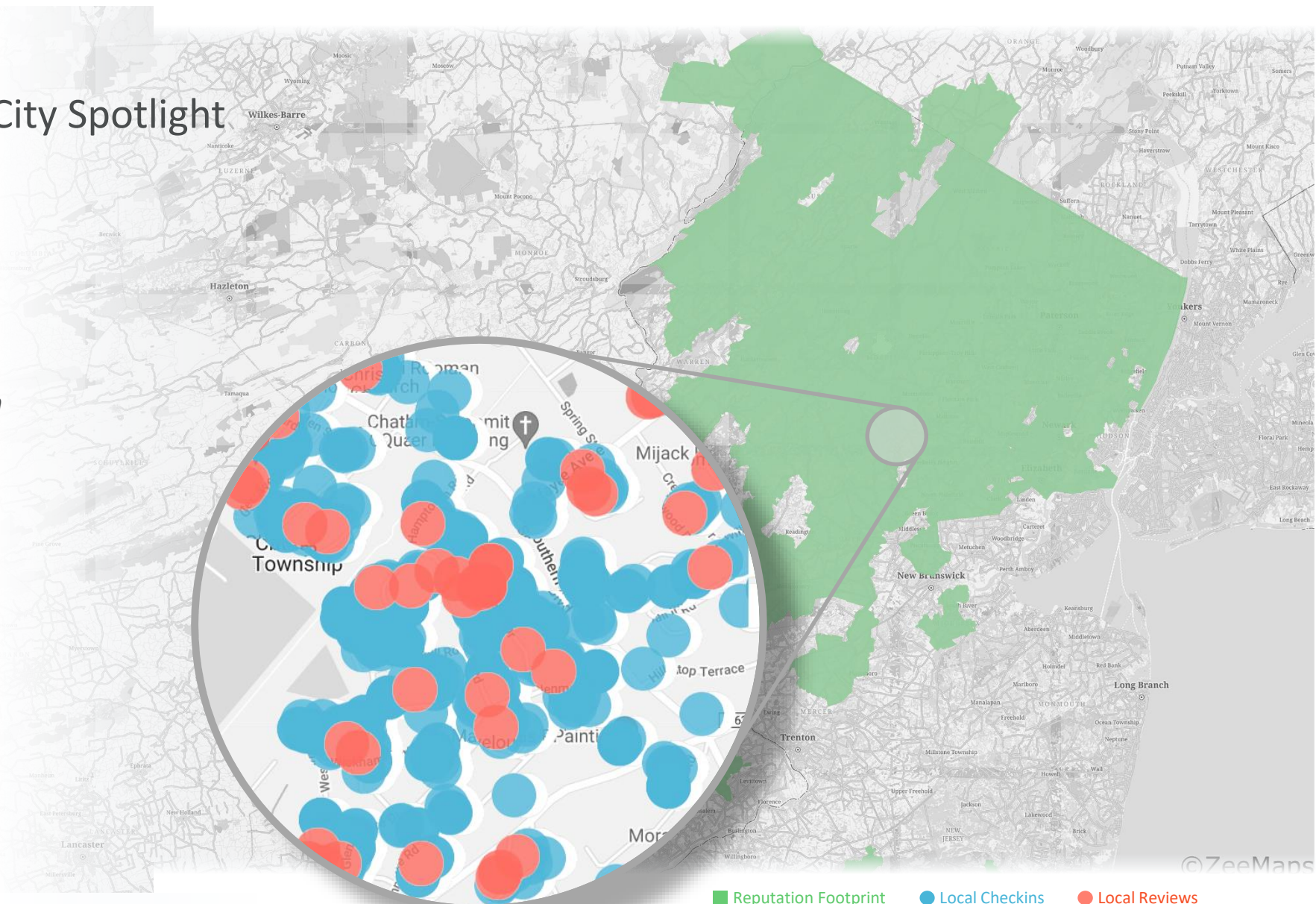# Chatham Township, NJ

Population 10,284

Local Reputation Driver Growth

0 to **174** Local Reviews

4.9 Stars Average Rating

0 to **1,798** Local Checkins

0 to **714** Local Photos

🟩 Reputation Footprint 🔵 Local Checkins 🔴 Local Reviews

After

Reputation Footprint: City Spotlight

East Hanover, NJ
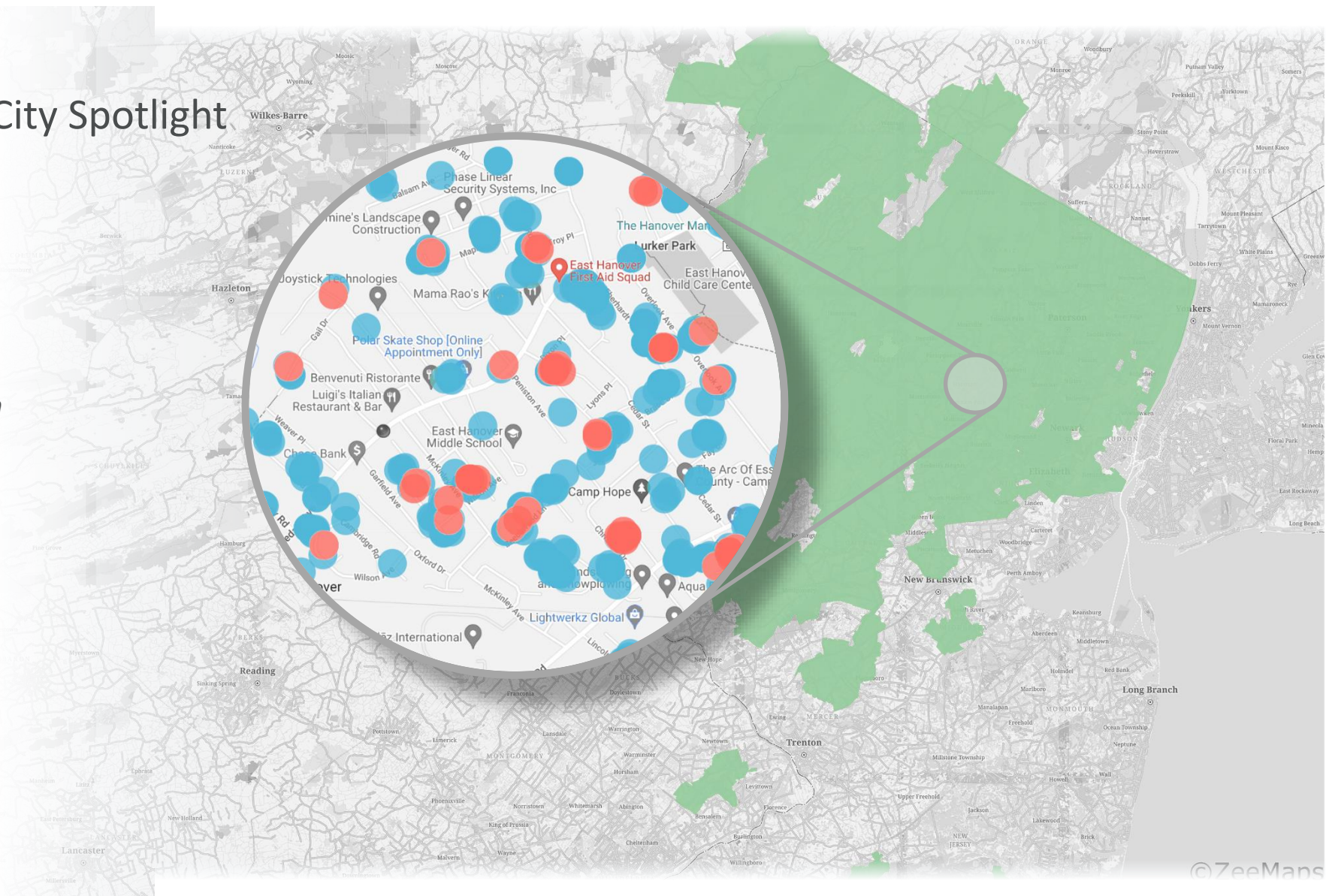
Population 11,105

Local Reputation Driver Growth

0 to **117** Local Reviews

4.9 Stars Average Rating

0 to **1462** Local Checkins

0 to **553** Local Photos

● Reputation Footprint   ● Local Checkins   ● Local Reviews

Reputation Footprint: City Spotlight

Morristown, NJ
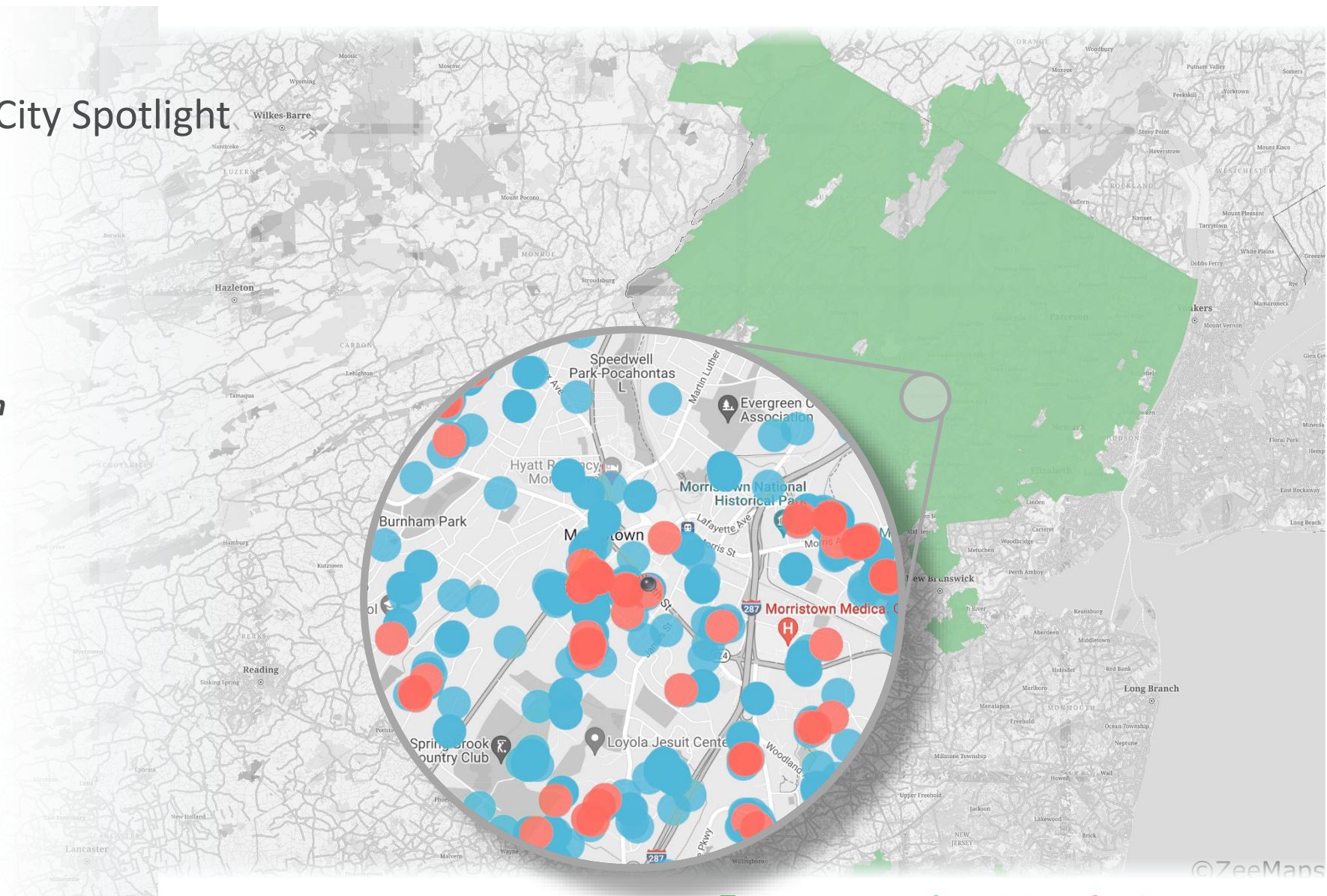
Population 20,276

Local Reputation Driver Growth

0 to **228** Local Reviews

4.9 Stars Average Rating

0 to **2,427** Local Checkins

0 to **894** Local Photos

● Reputation Footprint   ● Local Checkins   ● Local Reviews

After

Reputation Footprint: City Spotlight

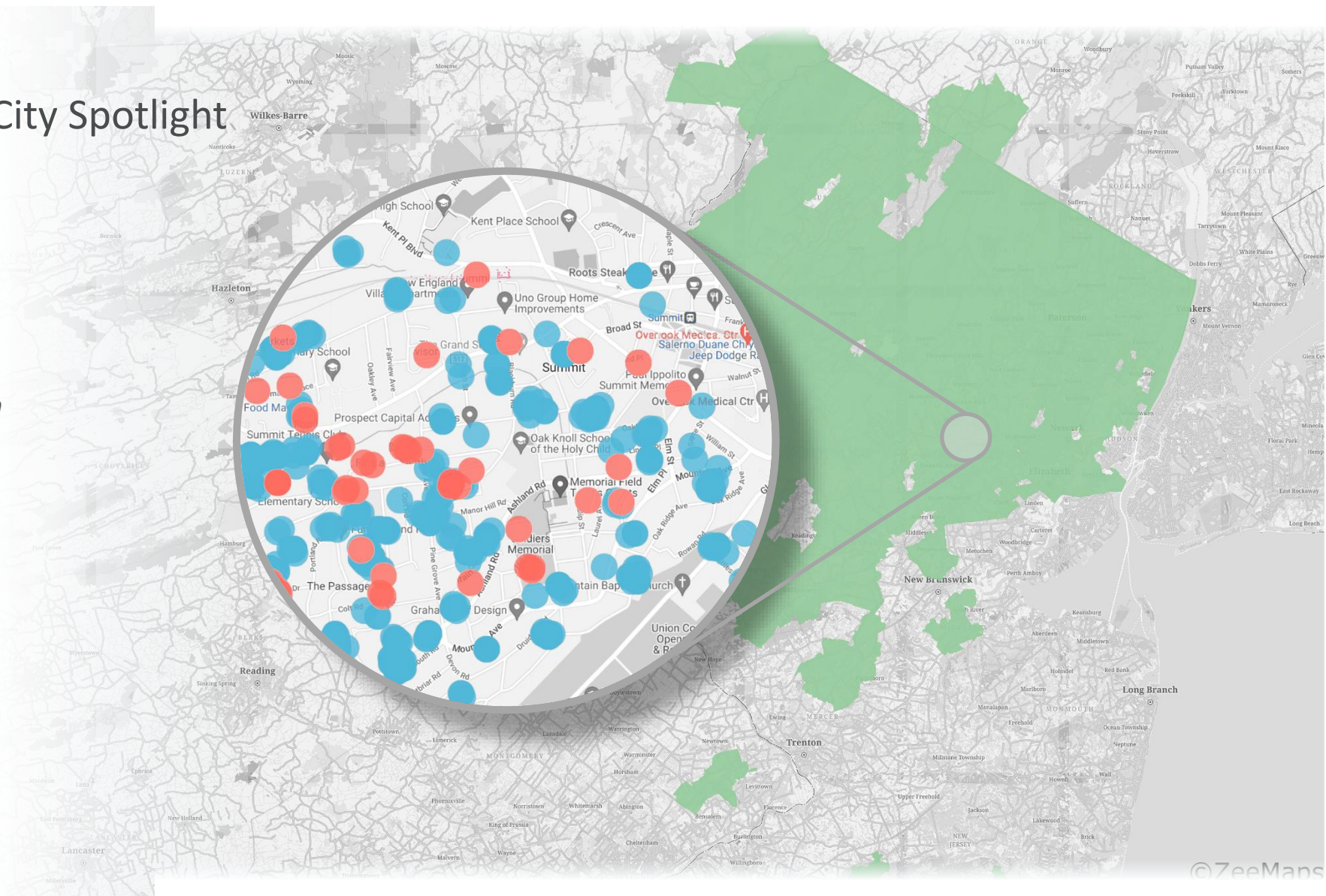## Summit, NJ

Population 22,719

Local Reputation Driver Growth

0 to **117** Local Reviews

4.9 Stars Average Rating

0 to **1,244** Local Checkins

0 to **427** Local Photos

🟩 Reputation Footprint   🔵 Local Checkins   🔴 Local Reviews

Reputation matters

What is local reputation?

Simply put, it's the reputation your company has earned that Google can see is tied to real-world places.

When people search for companies like yours, the reputation you've earned near them or near where they are looking will have a greater impact on your rankings in the search results. And when your prospects see you high in results, your local reputation will lead to more clicks and more business than your competitors whose reputations are tied to distant offices, or are not tied to location at all.

A reputation built out of reviews tied to places in the same neighborhoods and cities as your prospects will always mean more to them.

Aren't Google Business Profiles local?

Google recognizes this. A bit.

Google reviews are tied to your Google Business Profile. And your Google Business Profile is tied to real estate you own, rent or operate. So, as long as your prospects are physically near your office or mention your city in their search, you'll get a great local boost from your Google reviews. And Nearby Now helps you supercharge your Google reviews because your home town matters, and it's important to stay on Google's good side.

The limitation with focusing only on Google reviews, of course, is that you serve a much larger area than the towns where you have offices. Google *search* gives you a way to get credit for local reviews all across your service area, but the Google *Business Profile* doesn't give you a way to get them.

That's where Nearby Now comes in...

Every Nearby Now review is marked up with the location of the reviewer, not the location of your business.

So your reputation footprint extends everywhere you work. To, and beyond, the edges of your service area. Your reputation in a town miles away from your home office can surpass a competitor's reputation even in their own town, because every review is an amplifier for your reputation where you work, not where you park your trucks at night. Hundreds, or thousands, of amplifiers across your service area in the places your prospects live and work will beat a loudspeaker sitting on top of your competitor's office every time.

Why stop there?

And reviews are only a part of the Nearby Now solution.

Your team checks in from every job, as well. This means rich and relevant content every time you serve a customer. Giving you local ranking value even if you don't get a review. And double the ranking value if you do.

And every checkin can include a photo, or a video -- and you know how much ranking benefit relevant media will give you.

Want to learn more?

Checkout our full platform demo: [agencies](#) | [local businesses](#).