

# City Fire Inc.

City Fire is a family owned and operated company that has been providing South Florida with fire protection products and services since 1974.



## 1

## The challenge

Prior to working with Nearby Now reseller LeadsNearby, City Fire's previous website had hardly any traffic. It also did not yield a significant volume of new leads.

## 2

## The solution

LeadsNearby created a new site to better handle these concerns including adopting Nearby Now and its integration with field service platform Service Trade.

The new site launched around April 2017 and has been a great success, especially in helping to facilitate new dialogue with potential customers.

Their Google top 10 keywords went from ~130 to more than 500 in their first year using Nearby Now.

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## 2 The solution, *continued*

Other highlights of their new site launch include:

- **Contact Page Visits:** 1187
- **Contact Form Submissions:** 188
- **Total New Users:** 6857
- **Desktop New Visitors:** 5029
- **Mobile New Visitors:** 1619
- **Tablet New Visitors:** 209

# Before

## Reputation Footprint: before Nearby Now

### *Reputation Footprint*

1 City

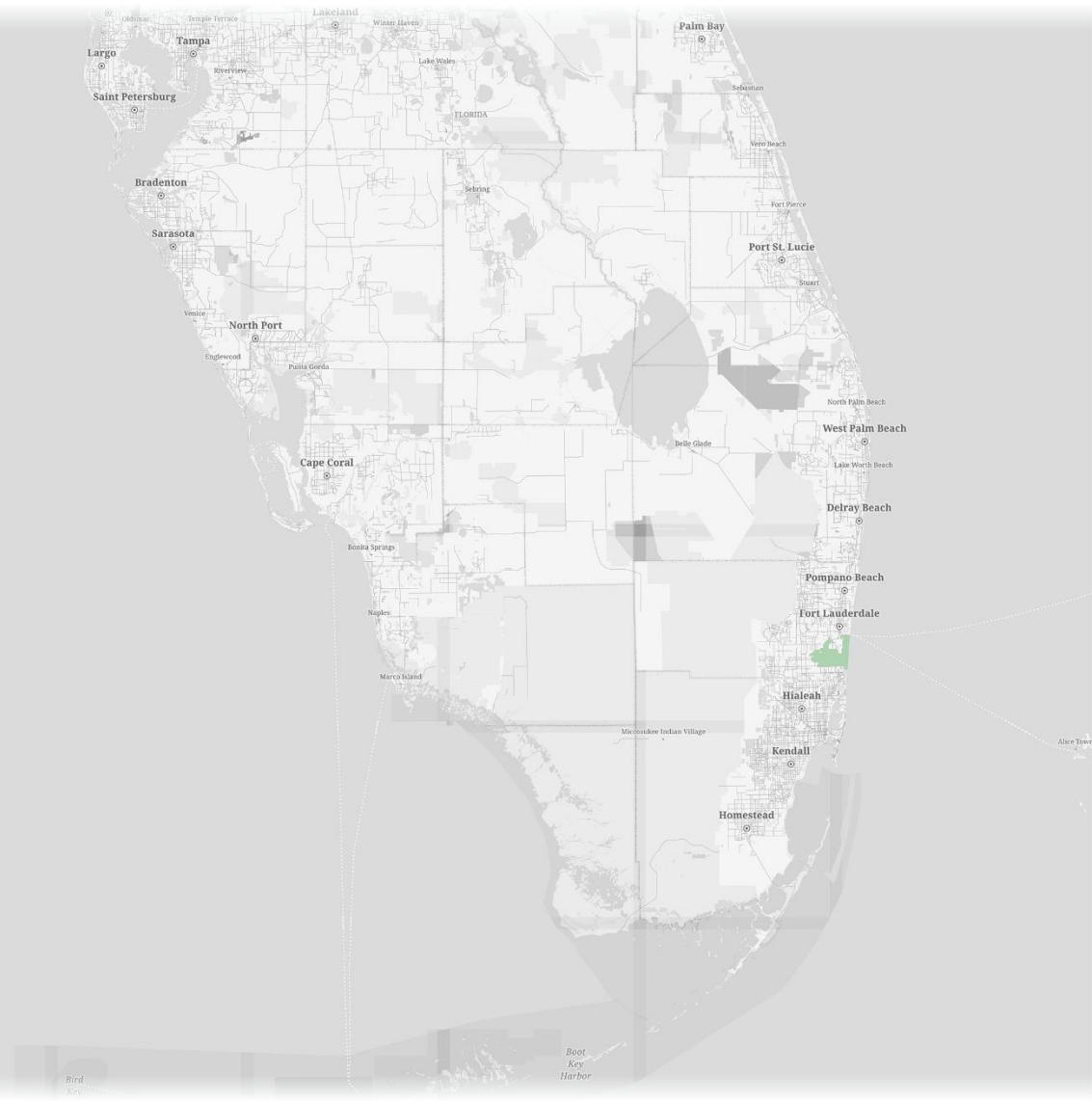
### *Local Reputation Drivers*

0 Local Reviews

10 Google Reviews

0 Local Checkins

0 Local Photos



■ Reputation Footprint

## Reputation Footprint: after Nearby Now

### *Reputation Footprint*

**132 Cities**

### *Local Reputation Drivers*

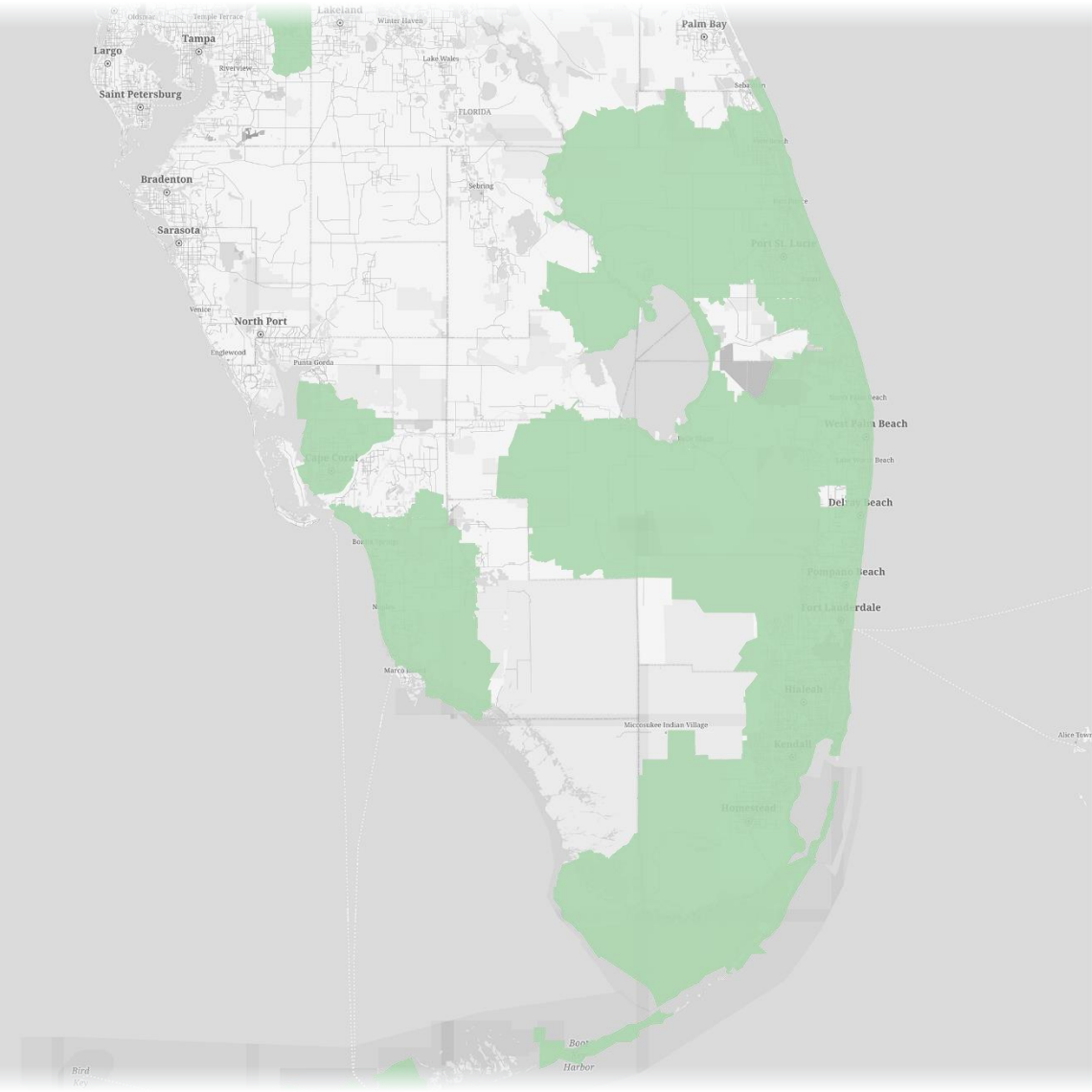
**2,766 Local Reviews**

**4.95 Stars Average Rating**

**524 Google Reviews**

**4.9 Stars Average Rating**

**30,381 Local Checkins**



■ Reputation Footprint

## Reputation Footprint: City Spotlight

### Hollywood, Florida

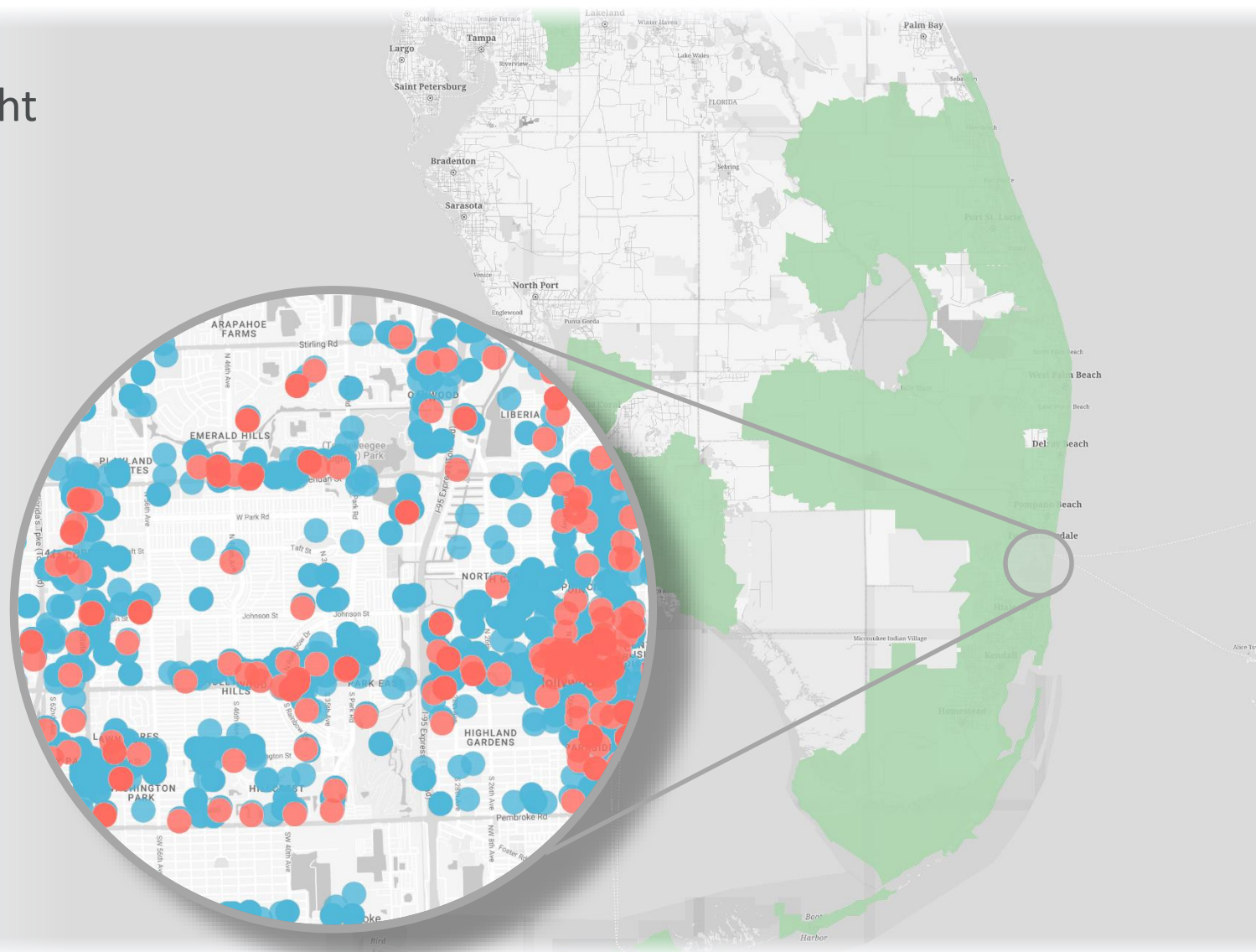
*Population 151,131*

#### *Local Reputation Driver Growth*

0 to **386** Local Reviews

**4.9 Stars** Average Rating

0 to **3,859** Local Checkins





# After

## Reputation Footprint: City Spotlight

### Boca Raton, Florida

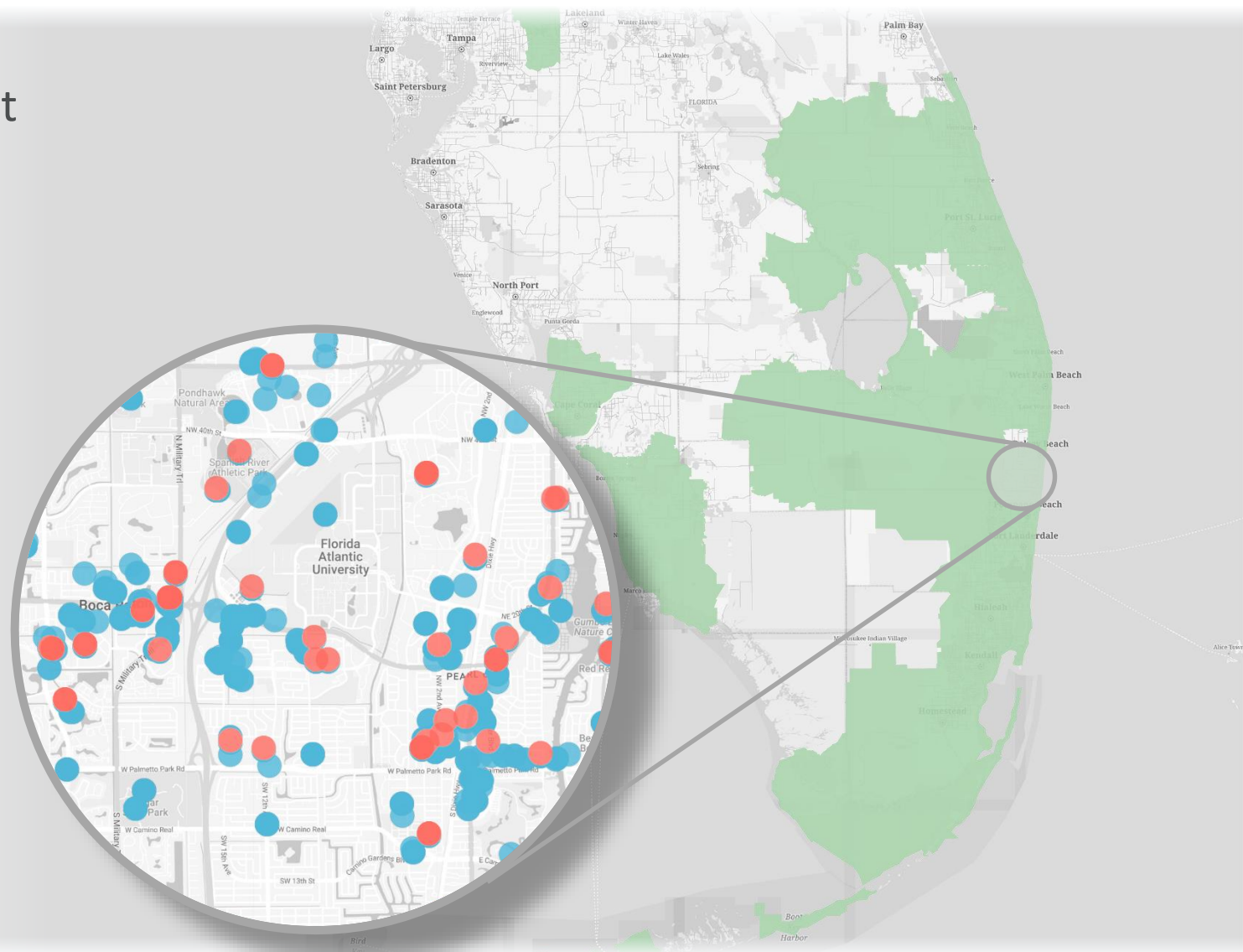
Population 95,787

#### Local Reputation Driver Growth

0 to **128** Local Reviews

**4.9 Stars** Average Rating

0 to **1,507** Local Checkins



■ Reputation Footprint    ● Local Checkins    ● Local Reviews

## Reputation Footprint: City Spotlight

### Cooper City, Florida

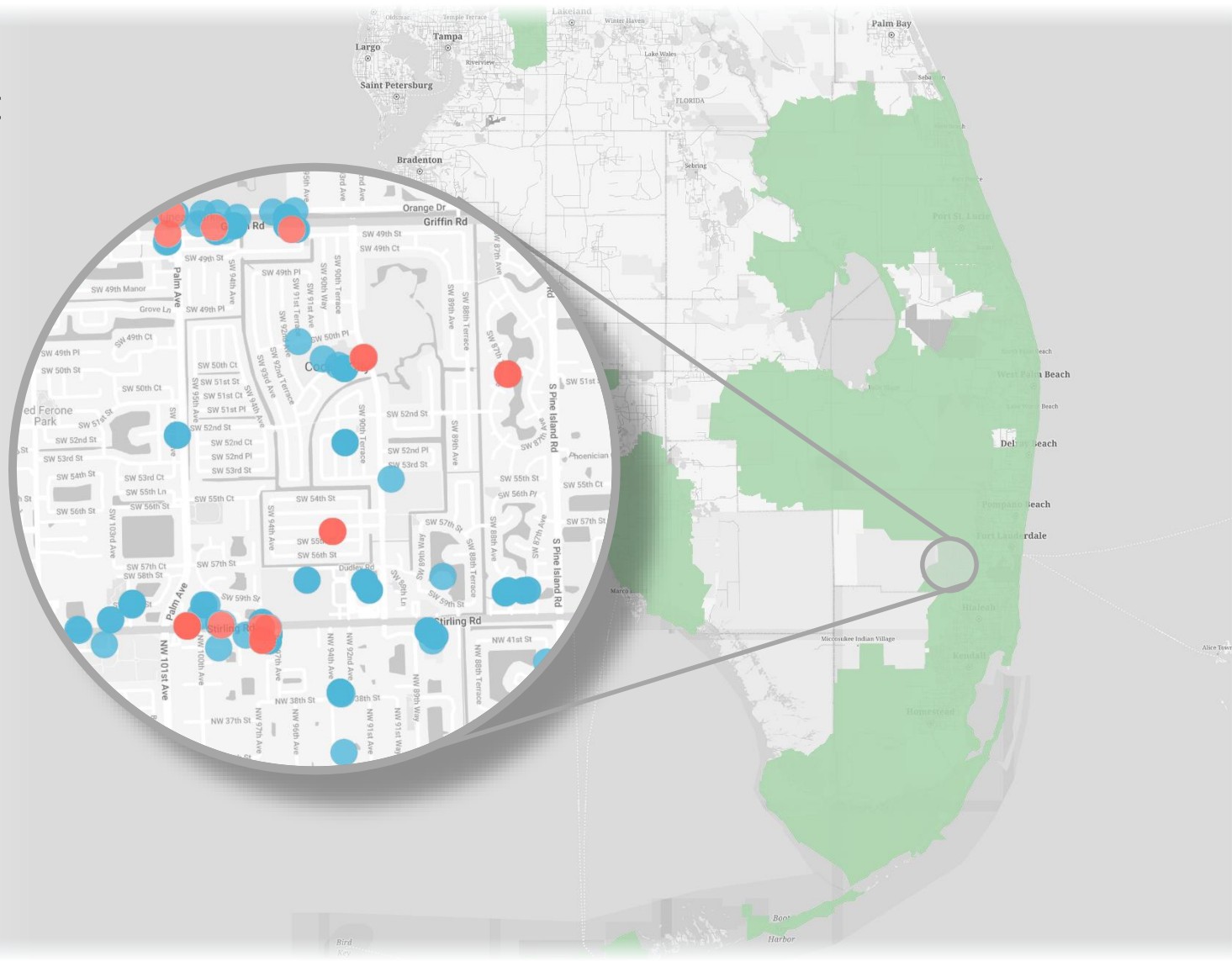
*Population 33,972*

#### **Local Reputation Driver Growth**

0 to **32** Local Reviews

**4.9 Stars** Average Rating

0 to **373** Local Checkins



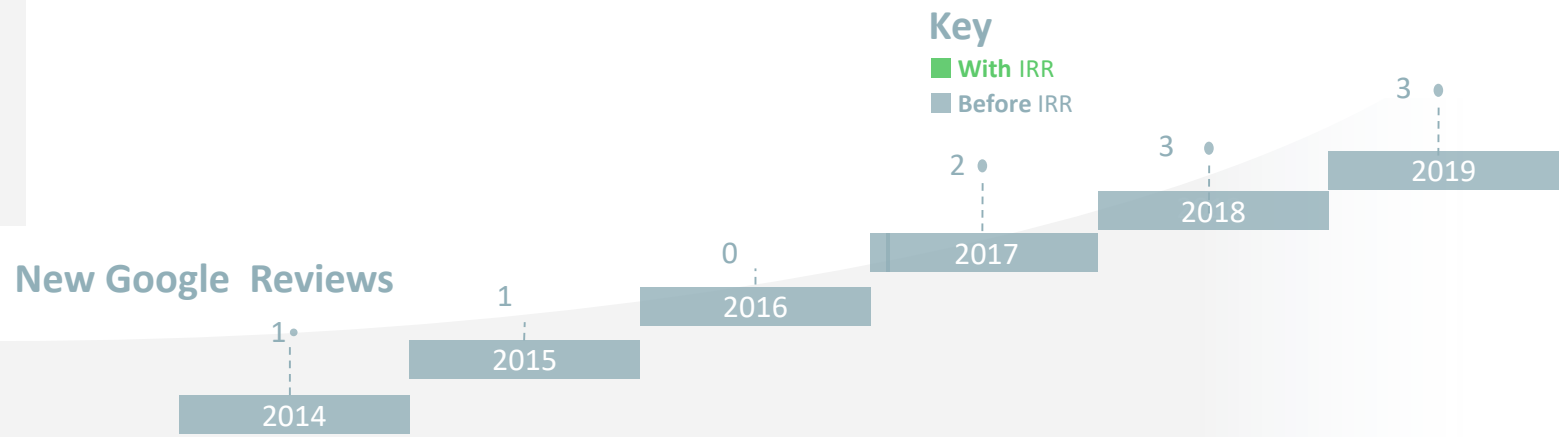
■ Reputation Footprint    ● Local Checkins    ● Local Reviews



# Before

## Google Review Growth

Prior to adopting Intelligent Review Routing (IRR) from Nearby Now, in January of 2020, City Fire had accumulated a total of 10 Google reviews since their first one in 2014. Their best year was a tie: 3 reviews each in 2019 and 2018.

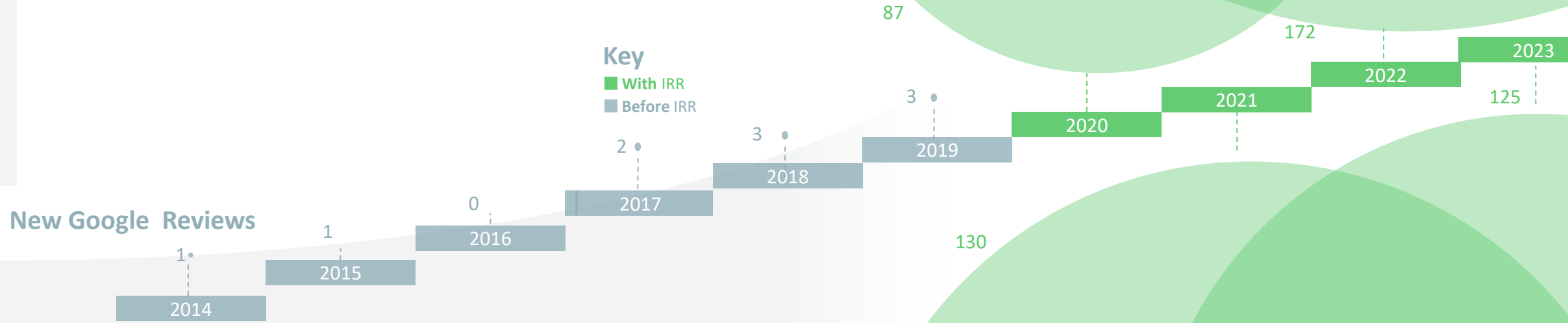


# After

## Google Review Growth

In their first year using Intelligent Review Routing, their Google reviews went up more than 800% over what they had taken six years to acquire to date.

And in 2021, 2022, and so far in 2023 they are averaging more each *month* than what they acquired, total, in the six *years* before Intelligent Review Routing.



## 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.

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### Want to learn more?

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