

Hydes Air Conditioning

Hydes Air Conditioning & Electrical Services is a family owned and operated heating, air conditioning, and electrical contractor serving the Coachella valley in California.



1

The challenge

Based in Indio, California Hydes serves a much wider area than just that one town.

They needed a strategy that would enable them to rank for keywords across their spectrum of HVAC and electrical work. They needed a strategy that would build their local reputation in every city they serve, not just their home city. And they needed a strategy that would enable them to both rank *locally*, and build reputation *locally*, in each and every city they serve.

Hydes has been around long enough to see short-sighted shortcuts in online marketing turn from short-term benefits to long-term damage. As a third-generation family business, Hydes wants to continue to build their business and their reputation not just for today, but for the generations to come.

2 The solution

Enter Nearby Now.

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 checkins 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 5 Ton American Standard Gold 17 Two Stage Condenser near Palm Desert, CA, 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.

Ranking Improvements

August 2015 to today

406 / New Google Top 3 Rankings

Up from 31 – a 1,310% Increase!

941 / New Google 4 – 10 Rankings

Up from 52 – a 1,810% Increase!

2026 / New Google 11 – 20 Rankings

Up from 121 – a 1,674% Increase!

6551 / New Google 21 – 50 Rankings

Up from 1 – a 655,100% Increase!

8285 / New Google 51 – 100 Rankings

Up from 0!

371 / New SERP Features

Up from 0!

Reputation Footprint: before Nearby Now

Reputation Footprint

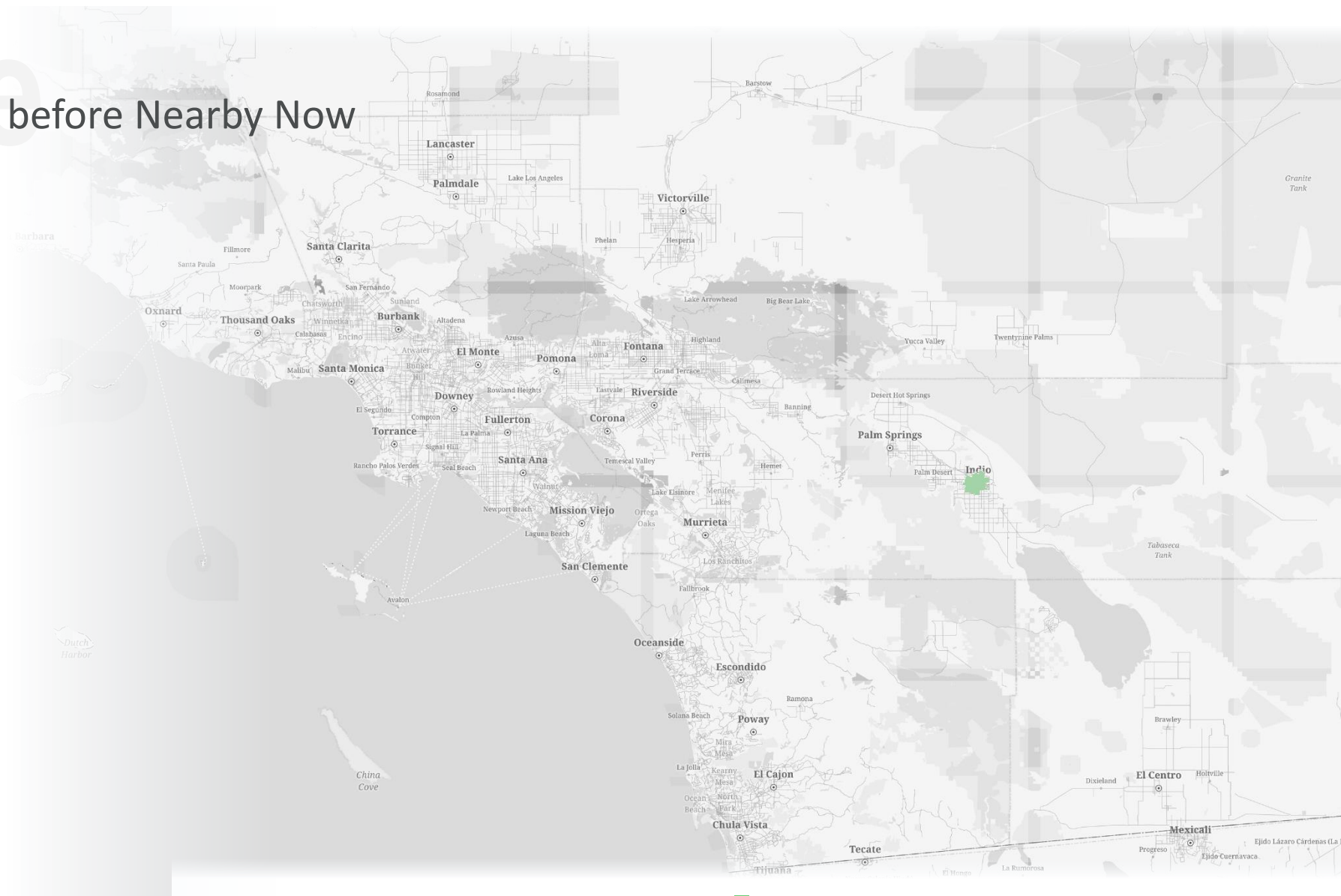
1 City

Local Reputation Drivers

0 Local Reviews

0 Local Checkins

0 Local Photos



■ Reputation Footprint

Reputation Footprint: after Nearby Now

Reputation Footprint

53 Cities

Local Reputation Drivers

26,935 Local Reviews

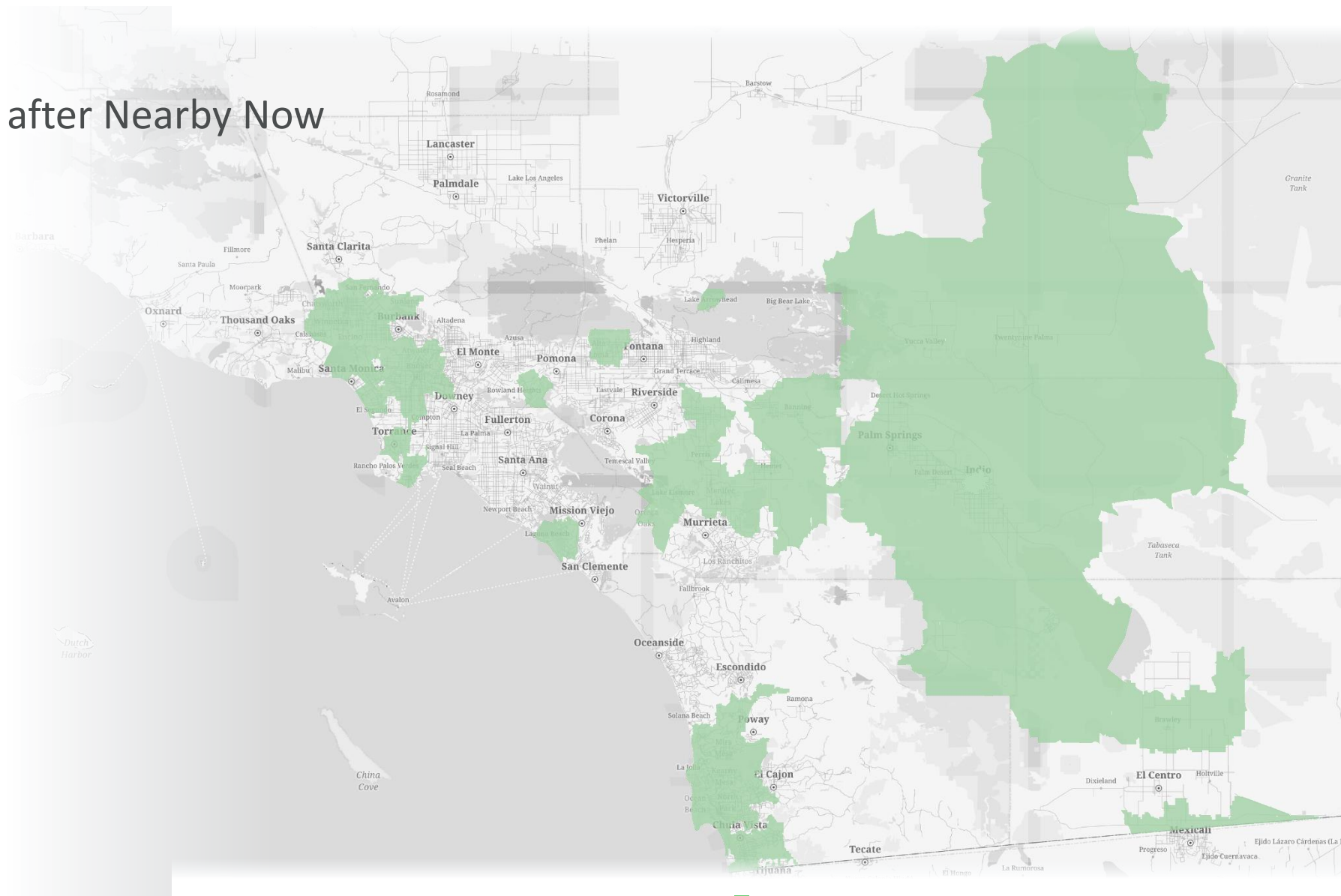
4.91 Stars Average Rating

3,584 Google Reviews

4.9 Stars Average Rating

124,091 Local Checkins

591 Local Photos



■ Reputation Footprint

Reputation Footprint: City Spotlight

Indio, California

Population 89,137

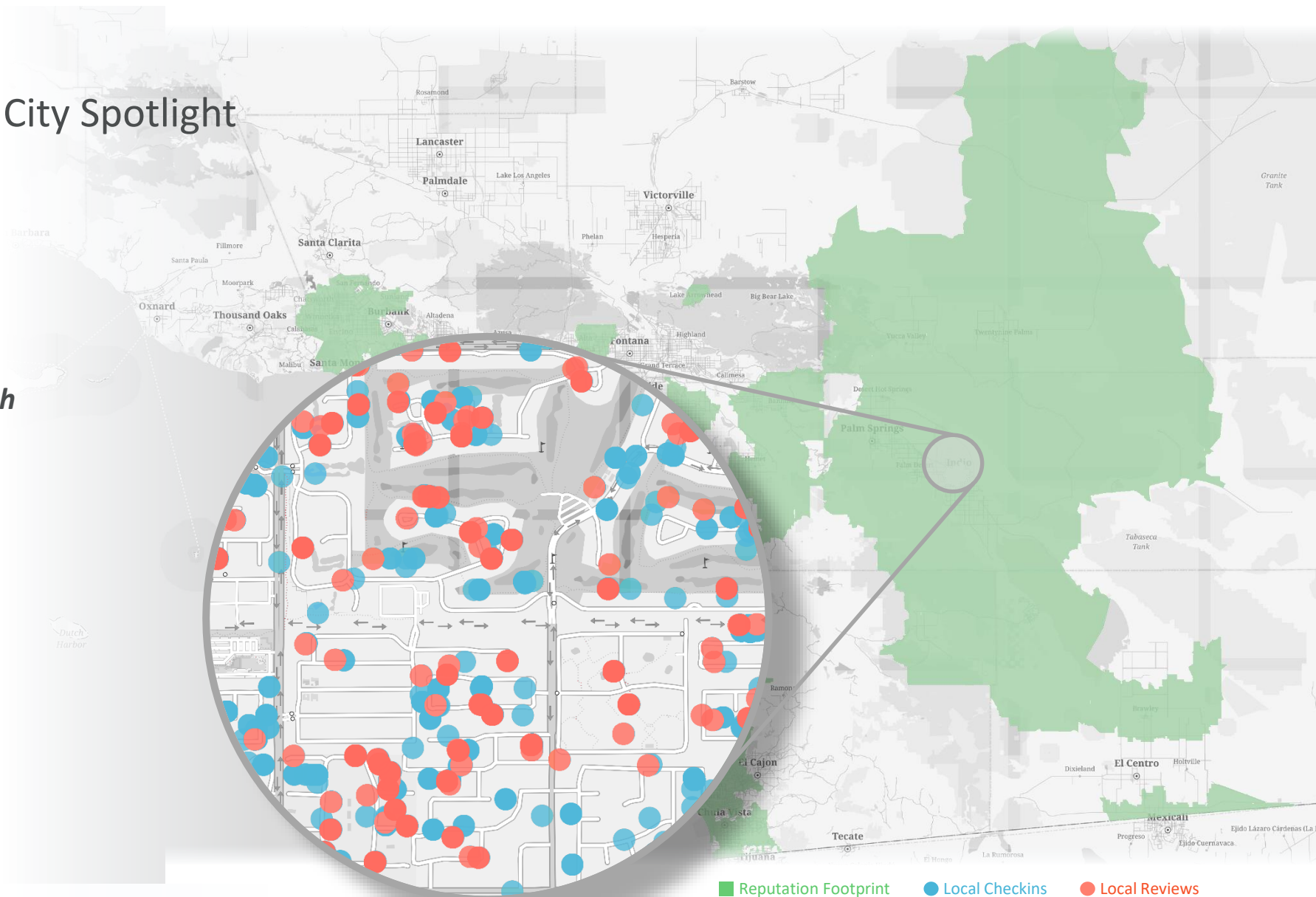
Local Reputation Driver Growth

0 to **5,309** Local Reviews

4.93 Stars Average Rating

0 to **21,332** Local Checkins

0 to **92** Local Photos



Reputation Footprint: City Spotlight

Palm Springs, California

Population 44,575

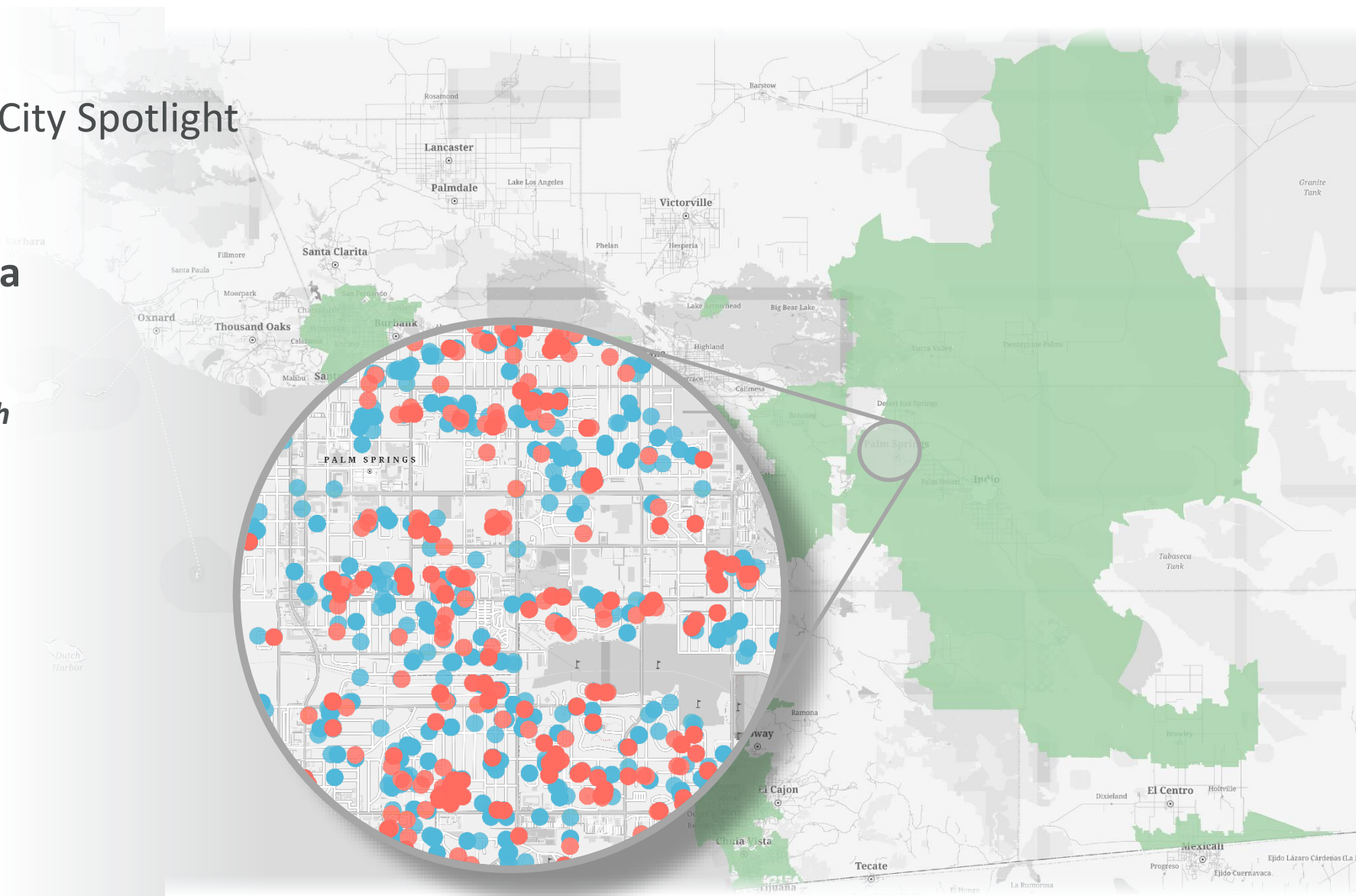
Local Reputation Driver Growth

0 to **1,673** Local Reviews

4.93 Stars Average Rating

0 to **8,533** Local Checkins

0 to **39** Local Photos



■ Reputation Footprint ● Local Checkins ● Local Reviews

Reputation Footprint: City Spotlight

Thousand Palms, California

Population 7,715

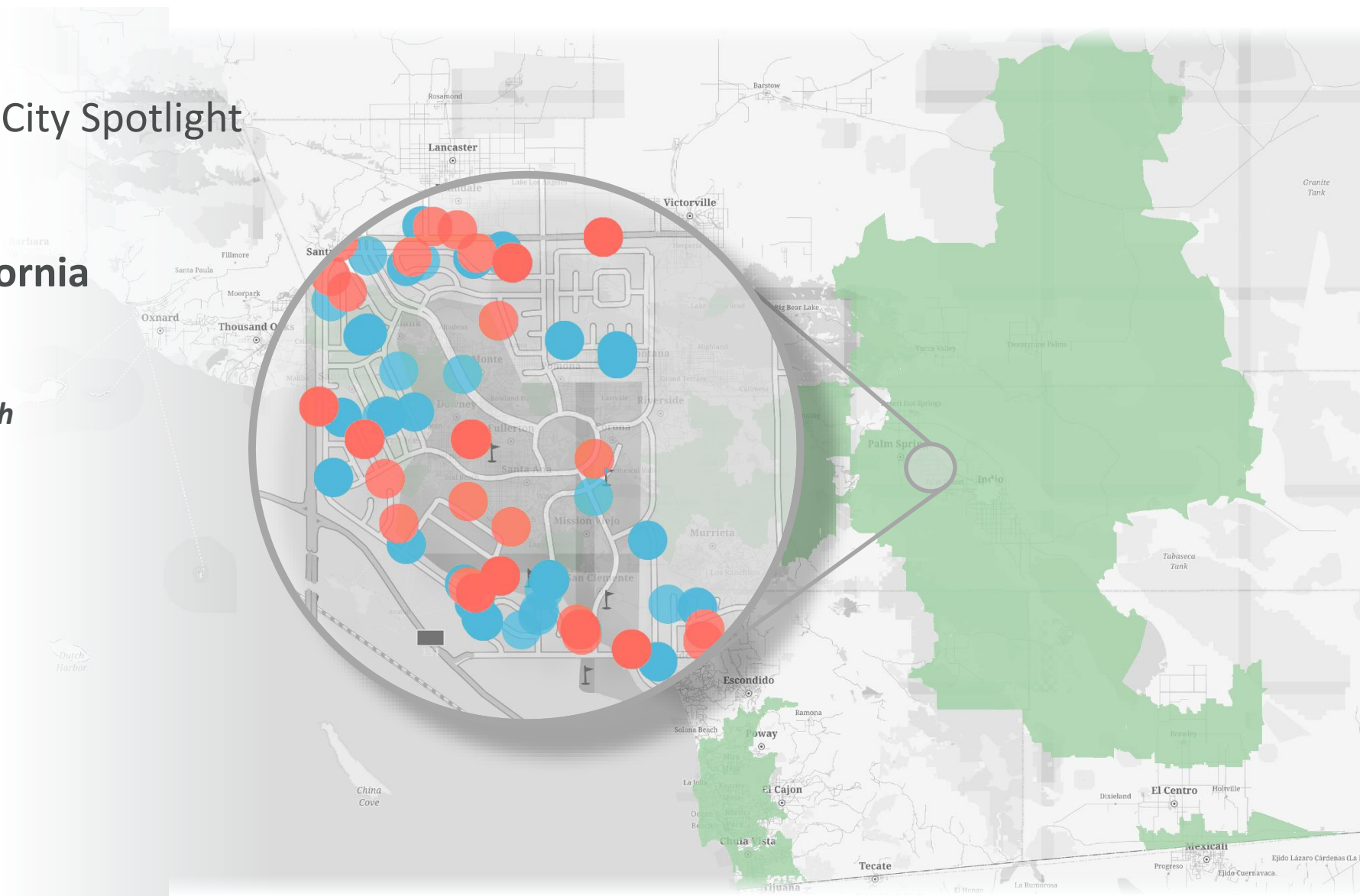
Local Reputation Driver Growth

0 to **175** Local Reviews

4.8 Stars Average Rating

0 to **783** Local Checkins

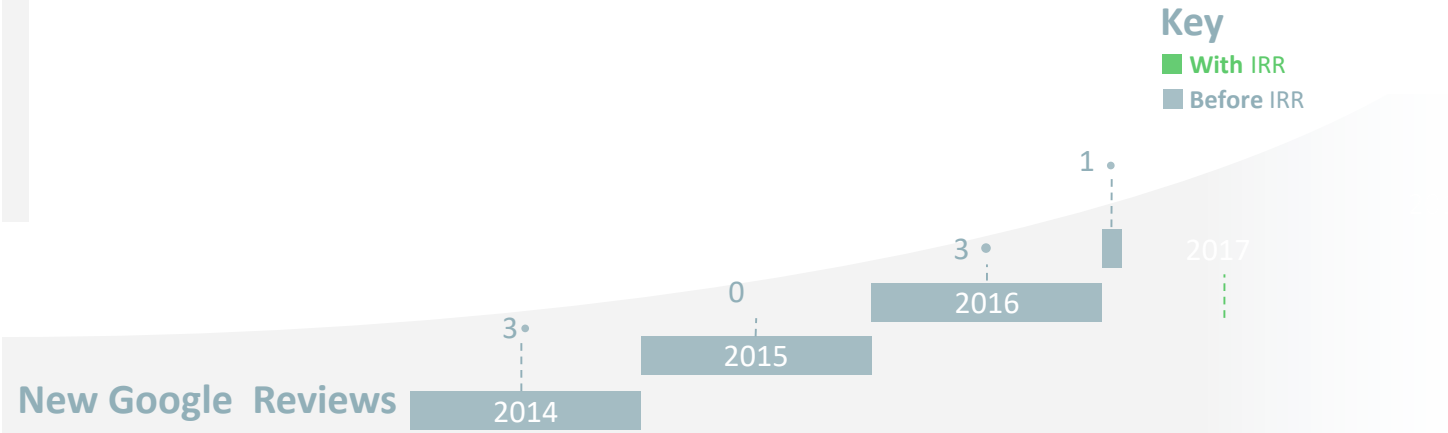
0 to **6** Local Photos



Before

Google Review Growth

Prior to adopting Intelligent Review Routing (IRR) from Nearby Now, Hydes had just 7 Google Business Profile reviews acquired in more than 3 years since their first Google Business Profile review in 2014. Their best year was 2014, when they had acquired a total of 3.



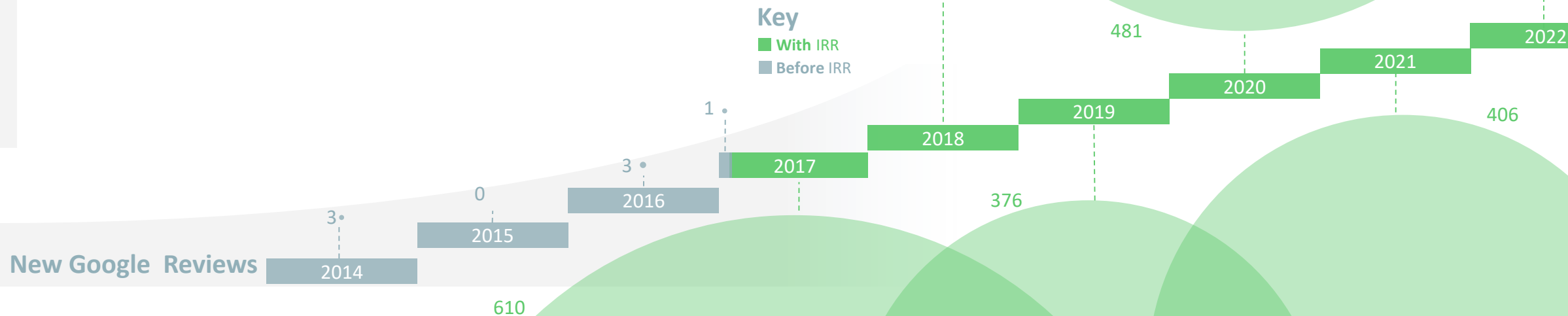
After

Google Review Growth

Since adopting IRR in late February 2017, they’ve acquired 2,948 Google Business Profile reviews through the end of 2022 (and more than 632 so far in 2023!).

They have been averaging more than 37 Google Business Profile reviews a month for 77 months and counting.

They are averaging more reviews a *week* with IRR than their three plus *years* before IRR!



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](#).