

John the Plumber

John the Plumber is a family owned full service plumbing service company based on Pompano Beach, FL since 1979.



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The solution

John the Plumber's checkins have flooded their pages with valuable, relevant, real, hyperlocal, SEO-enriched content. Each checkin adds keywords and location to the pages that they want their prospects to find.

This process resulted in a huge 651.4% increase in organic keywords between January 2021 and August 2023. John the Plumber has more than twice the organic keyword ranking as their closest competitor.

Before

Reputation Footprint: before Nearby Now

Reputation Footprint

1 City

Local Reputation Drivers

0 Local Reviews

647 Google Reviews

0 Local Checkins

0 Local Photos



■ Reputation Footprint

After

Reputation Footprint: after Nearby Now

Reputation Footprint

23 Cities

Local Reputation Drivers

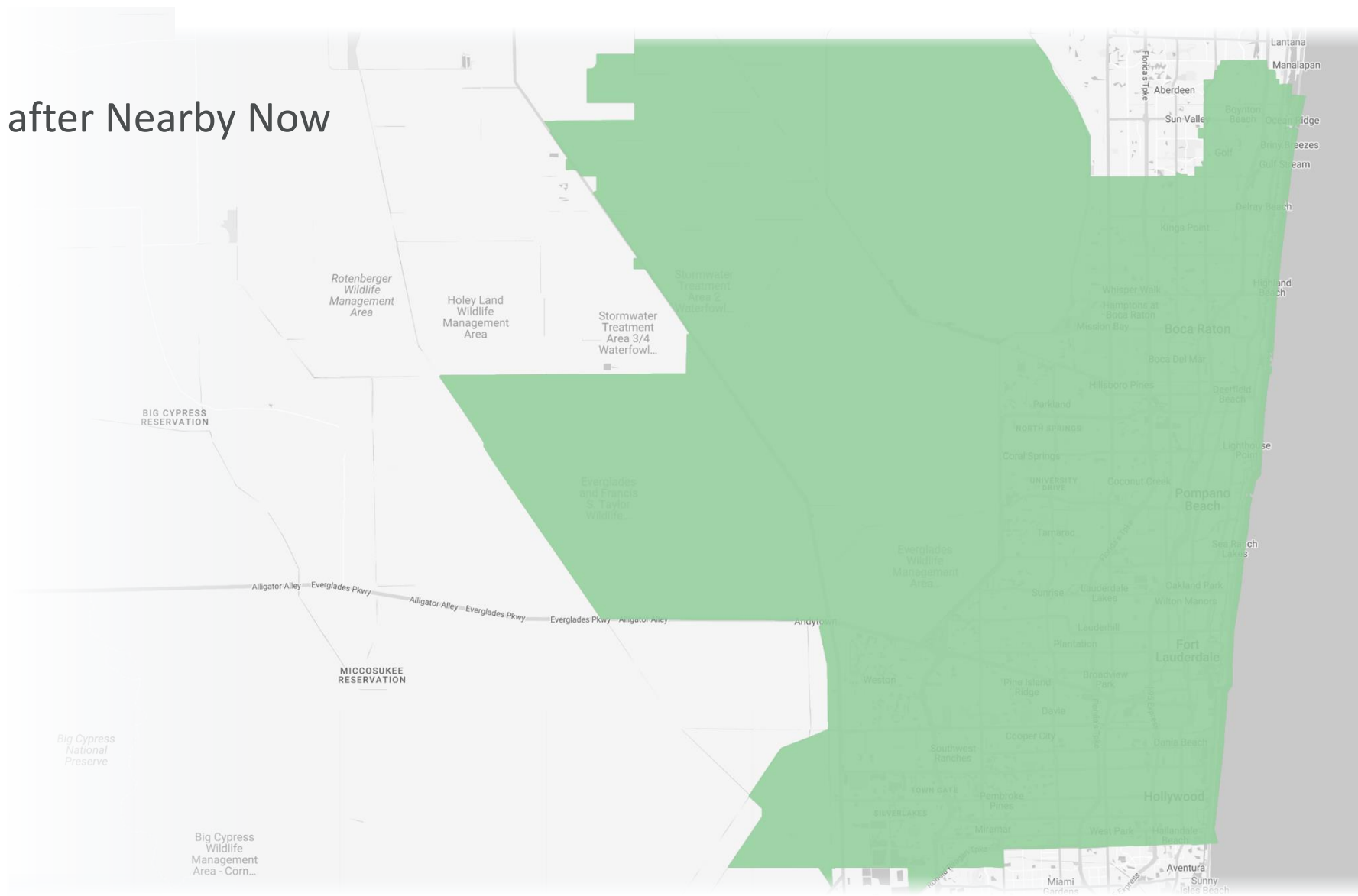
26,935 Local Reviews

4.91 Stars Average Rating

1,253 Google Reviews

4.9 Stars Average Rating

3,607 Local Checkins



■ Reputation Footprint

After

Reputation Footprint: City Spotlight

Fort Lauderdale, Florida

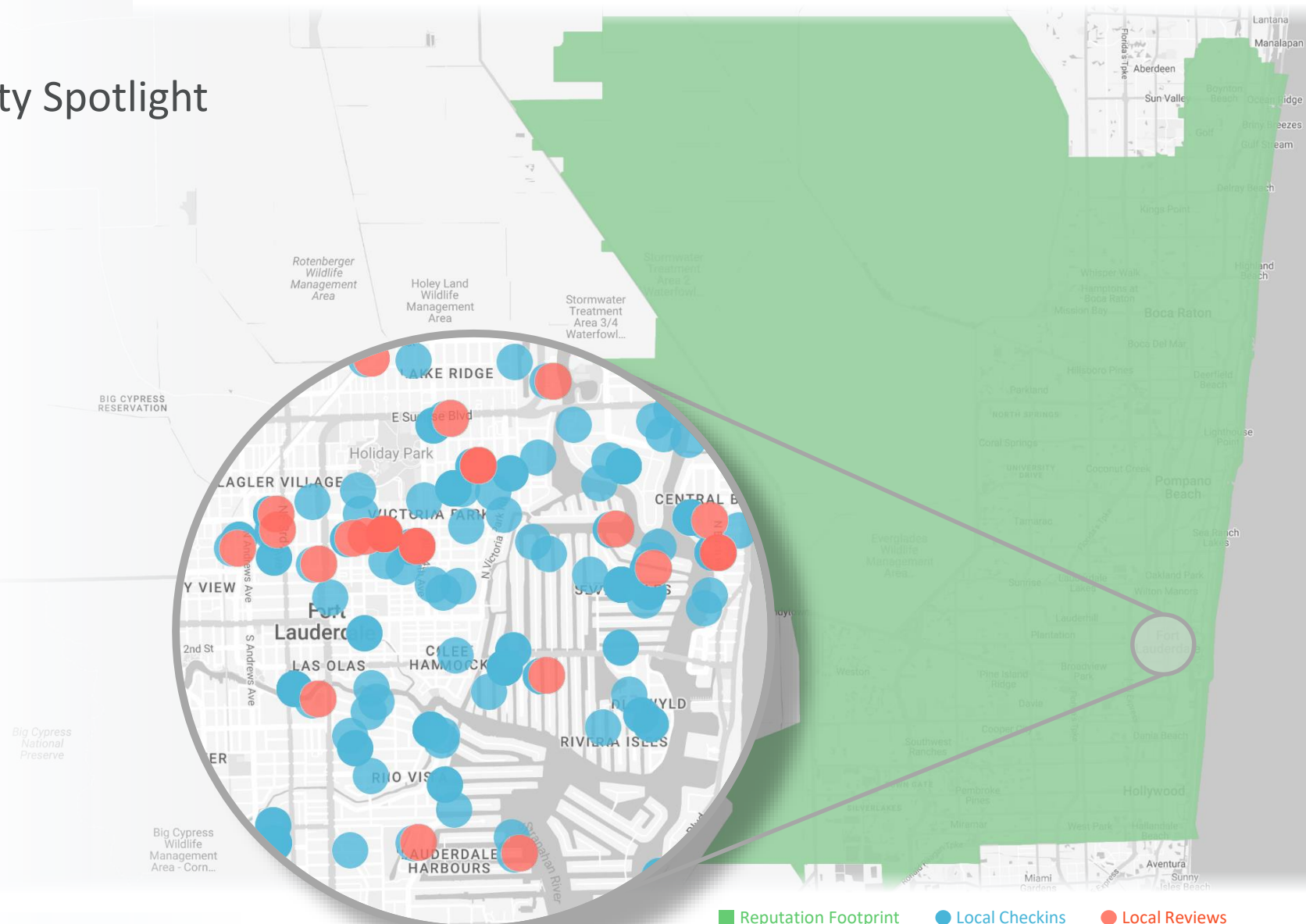
Population 181,668

Local Reputation Driver Growth

0 to **117** Local Reviews

4.86 Stars Average Rating

0 to **738** Local Checkins

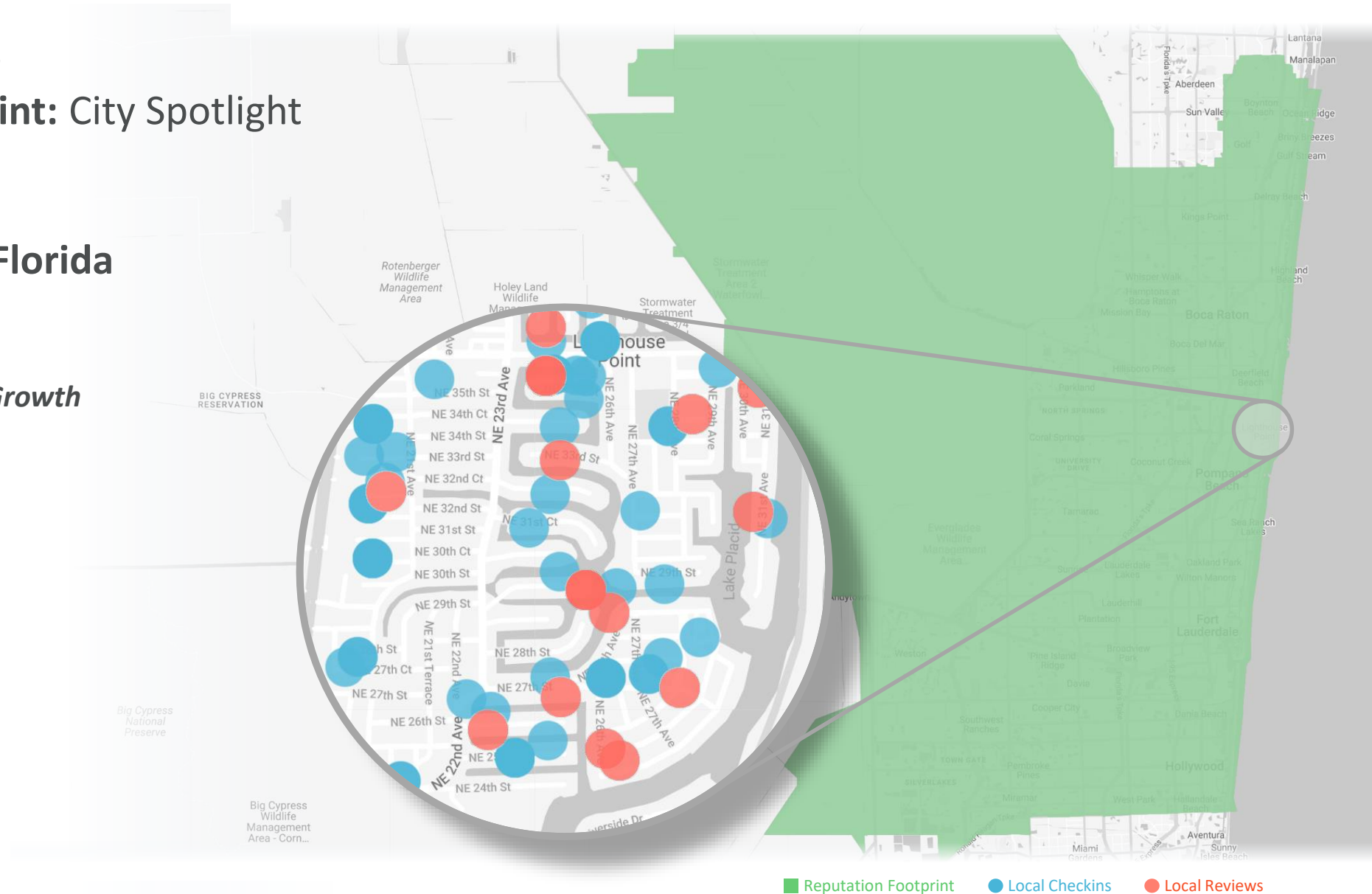


Lighthouse Point, Florida

Local Reputation Driver Growth

5.00 Stars Average Rating

0 to **215** Local Checkins



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](#).