
RocketMan Service

RocketMan Service started operating in 2023 as a rebrand of a company that had been serving the Houston, Texas area for much longer.



1

The challenge

The company that we now know as RocketMan Service decided to dissolve a strategic partnership, and when the other party found out, they did not do anything to make life easy. The previous partner chose to shut down the Google Business Profile and website – before any of the new assets were in place.

RocketMan Service was starting from scratch with a new profile, no Google reviews, etc.

2 The solution

The RocketMan team immediately started using Nearby Now's integration with the ServiceTitan field service platform. This way, they could immediately start banking checkins and reviews for every city they serve while working on their new site.

When the new site was launched in April of 2023, there was hyperlocal content already waiting to be added to the city pages. This SEO optimized content significantly accelerated the growth of their ranked keywords to the tune of a nearly 600% increase in the first five months.

Ranking Improvements

April 2023 through August 2023

2 / New Google Top 3 Rankings

Up from 0!

2 / New Google 4 – 10 Rankings

Up from 0!

5 / Google 11 – 20 Rankings

Up from 2 – a 150% Increase!

43 / Google 21 – 50 Rankings

Up from 9 – a 377% Increase!

95 / Google 51 – 100 Rankings

Up from 12 – a 691% Increase!

1 / SERP Features

Up from 0!

Before

Reputation Footprint: before Nearby Now

Reputation Footprint

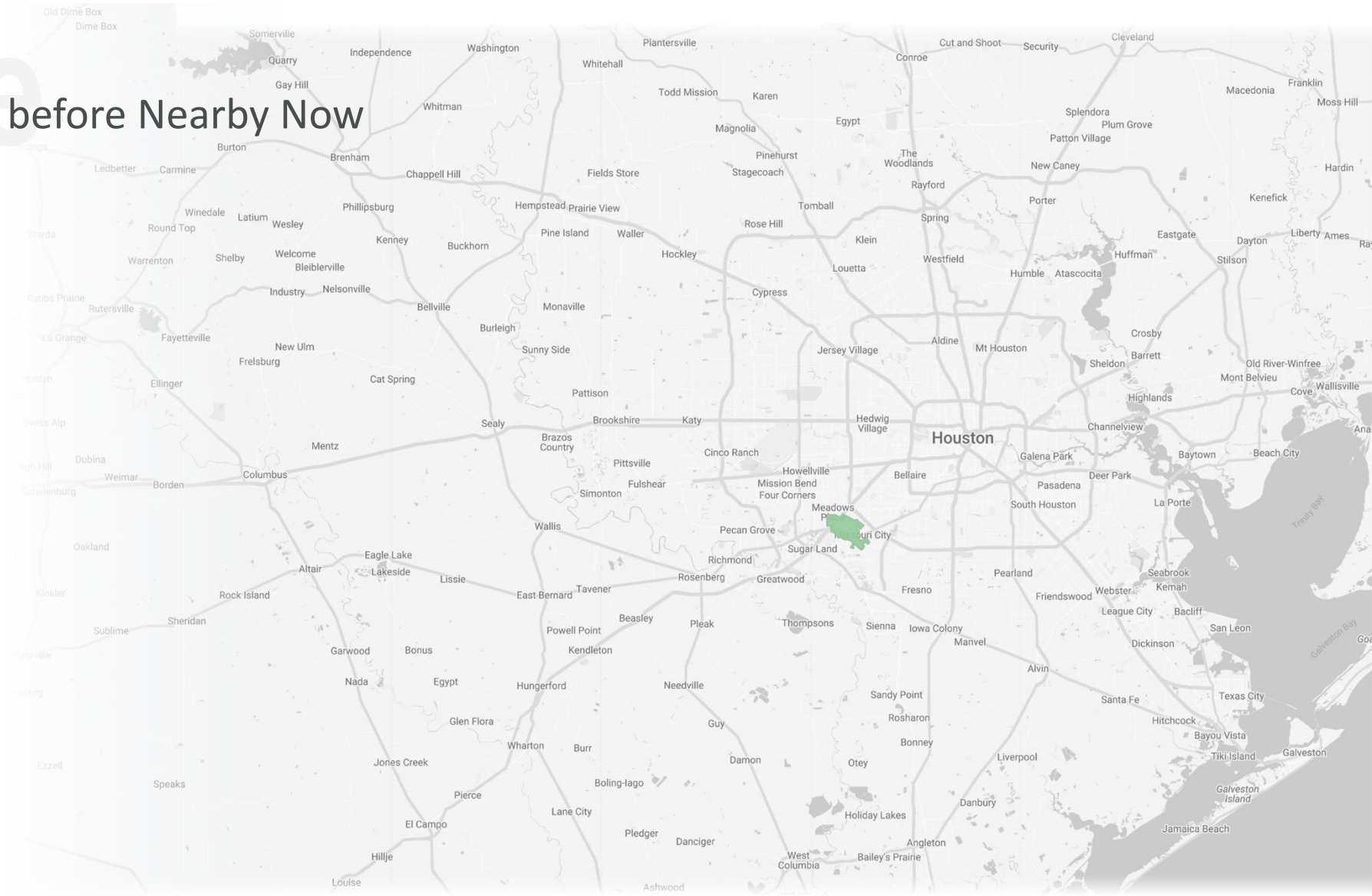
1 City

Local Reputation Drivers

0 Local Reviews

0 Google Reviews

0 Local Checkins



■ Reputation Footprint

After

Reputation Footprint: after Nearby Now

Reputation Footprint

25 Cities

Local Reputation Drivers

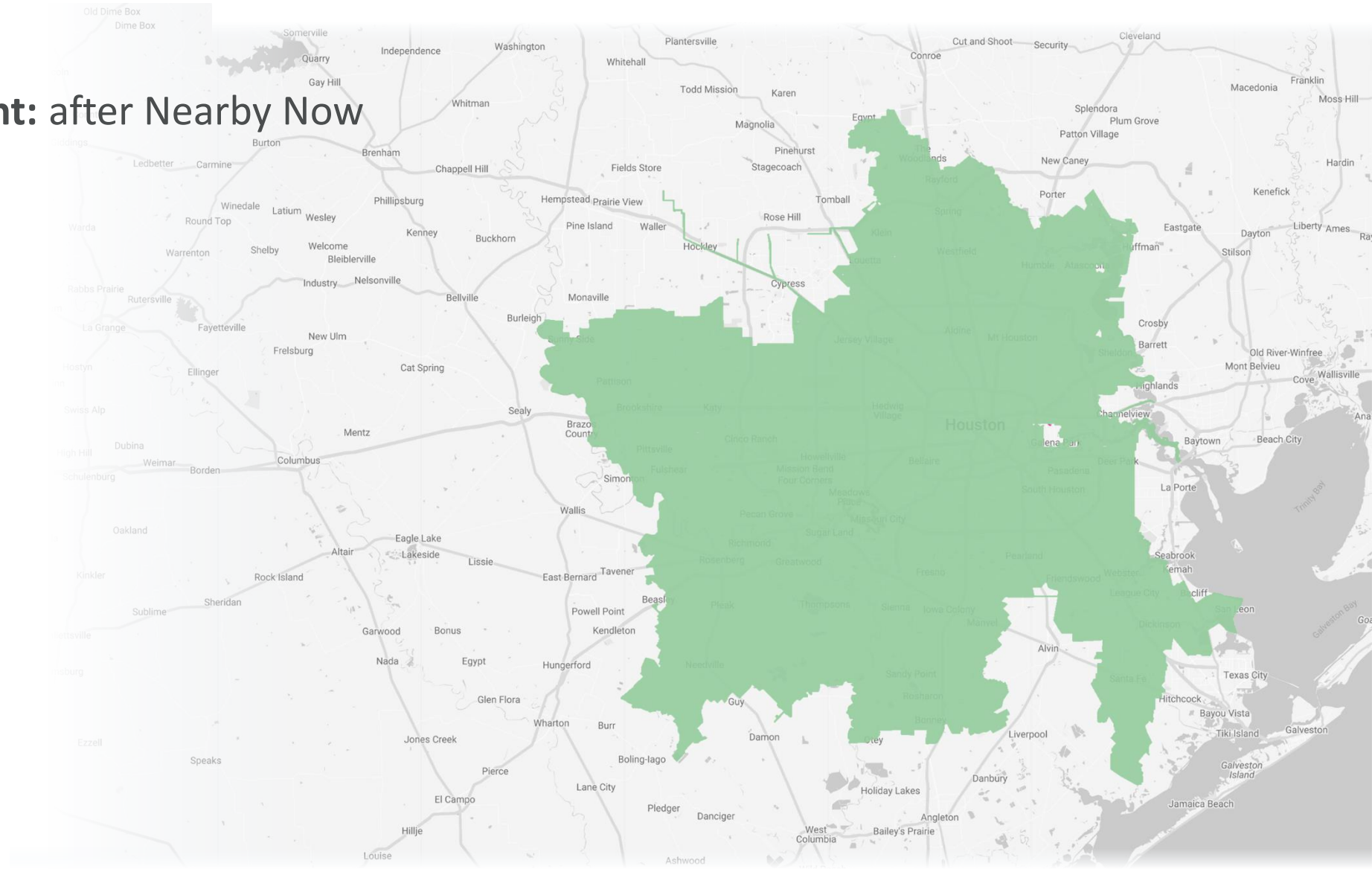
61 Local Reviews

4.91 Stars Average Rating

128 Google Reviews

4.9 Stars Average Rating

766 Local Checkins



■ Reputation Footprint

After

Reputation Footprint: City Spotlight

Sugar Land, Texas

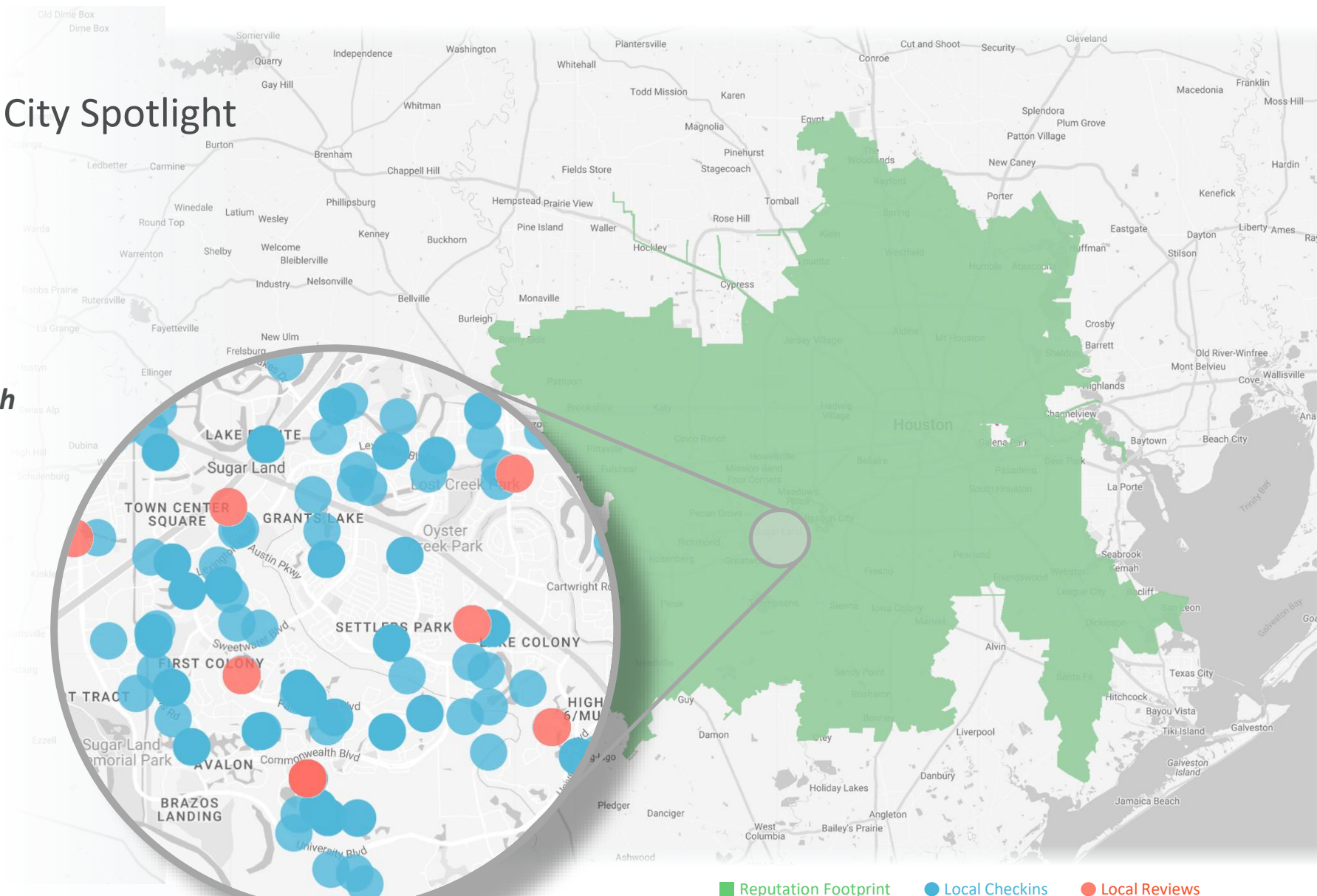
Population 109,373

Local Reputation Driver Growth

0 to 19 Local Reviews

4.86 Stars Average Rating

0 to 369 Local Checkins

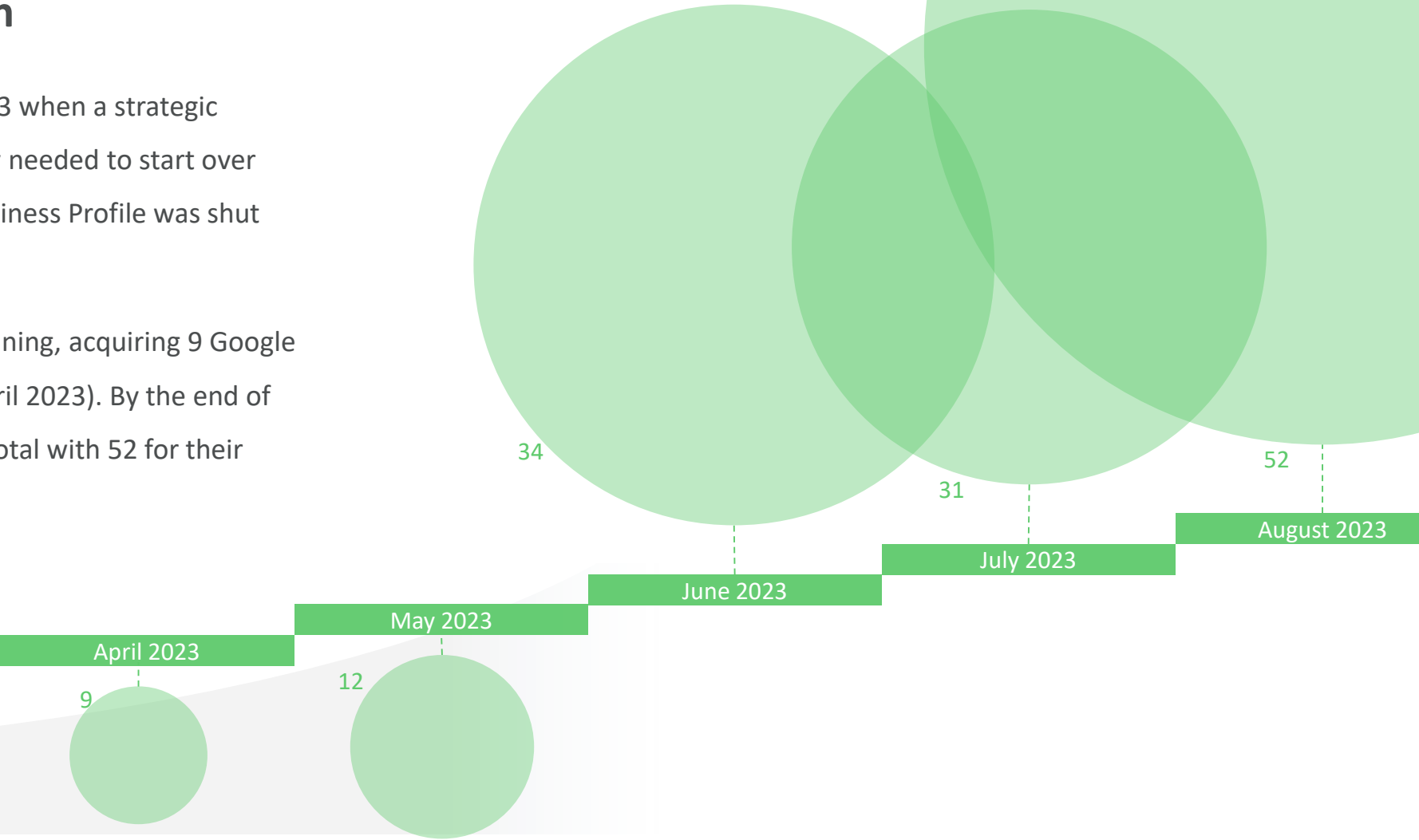


After

Google Review Growth

RocketMan Service was born in 2023 when a strategic partnership was dissolved, and they needed to start over from scratch when their Google Business Profile was shut down by the other party.

Fortunately, they hit the ground running, acquiring 9 Google reviews in just their first month (April 2023). By the end of August 2023, they were up to 128 total with 52 for their most recent month.



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](#).