

Smith Air Conditioning

Smith Air Conditioning is a family owned and operated business that's been providing heating and air conditioning repair, installation and maintenance services to the Acadiana areas of Louisiana since 1963. By late 2016, their web site ranked modestly for relevant HVAC keywords in their service area. The company's goal was to increase its exposure in the rural areas of Louisiana, which is where the company's key demographic is found.



1

The background

Smith Air Conditioning, about 45 minutes northwest of the large metro area of Lafayette, LA, is surrounded by dozens of small rural communities. In those smaller communities are hundreds of area homes and businesses who need the company's heating and air conditioning services. While many HVAC companies would want to go after business in the larger metro areas, Smith wanted to work with all of the potential customers in the smaller communities between Ville Platte and Lafayette.

2

The problem

In its second generation in business, Smith's main goal was to increase its website rankings for relevant keywords in the smaller communities outside of Lafayette, LA. It's easy for a web company to build a website focus on one big city, such as Lafayette, LA. But when it comes to creating a website that focuses on dozens of smaller cities across a wide area, it's not easy.

3

The solution

Enter Nearby Now. The precise, location-specific features offered by Nearby Now can be used to target the exact areas you work in – from major cities to specific neighborhoods in a small town.

Nearby Now was an ideal tool to accomplish Smith Air Conditioning's goals. Once implemented on Smith's new website, the task became training the staff on consistent, positive Nearby Now use throughout the rural coverage area that the technicians worked. The company's Nearby Now account saw good keyword use, a generous use of pictures and hundreds of 5-star reviews.

Because of an increase in Nearby Now use, Smith saw higher Google rankings in 50+ smaller areas around Ville Platte, LA. The company upgraded to Nearby Now's intelligent routing in late 2017 and has seen an increase in Google Business Profile reviews as well. Smith's business has increased. The company is doing more business in a variety of towns, which was his goal. As a subset of his positive Nearby Now use, Smith's rankings have even increased in the larger metro areas of Lafayette, LA.

3

The solution, continued

As Smith continued to use the tools within Nearby Now, they saw higher Google rankings in 50+ smaller areas around Ville Platte, LA.

The company has also seen an increase in Google Business Profile reviews, thanks to Nearby Now's Intelligent Review Routing.

Smith's business is increasing and the company is doing more business in a variety of towns, which was the original goal.

As a result of the positive Nearby Now use in the towns around Ville Platte, Smith's rankings have even increased in the larger metro areas of Lafayette, LA.

Ranking Improvements

November 21, 2016 to today

624 / New Google #1 Rankings

269% Increase!

1199 / New Google Top 3 Rankings

277% Increase!

1775 / New Google Top 5 Rankings

229% Increase!

2649 / New Google Top 10 Rankings

152% Increase!

3256 / New Google Top 20 Rankings

69% Increase!

Reputation Footprint: before Nearby Now

Reputation Footprint

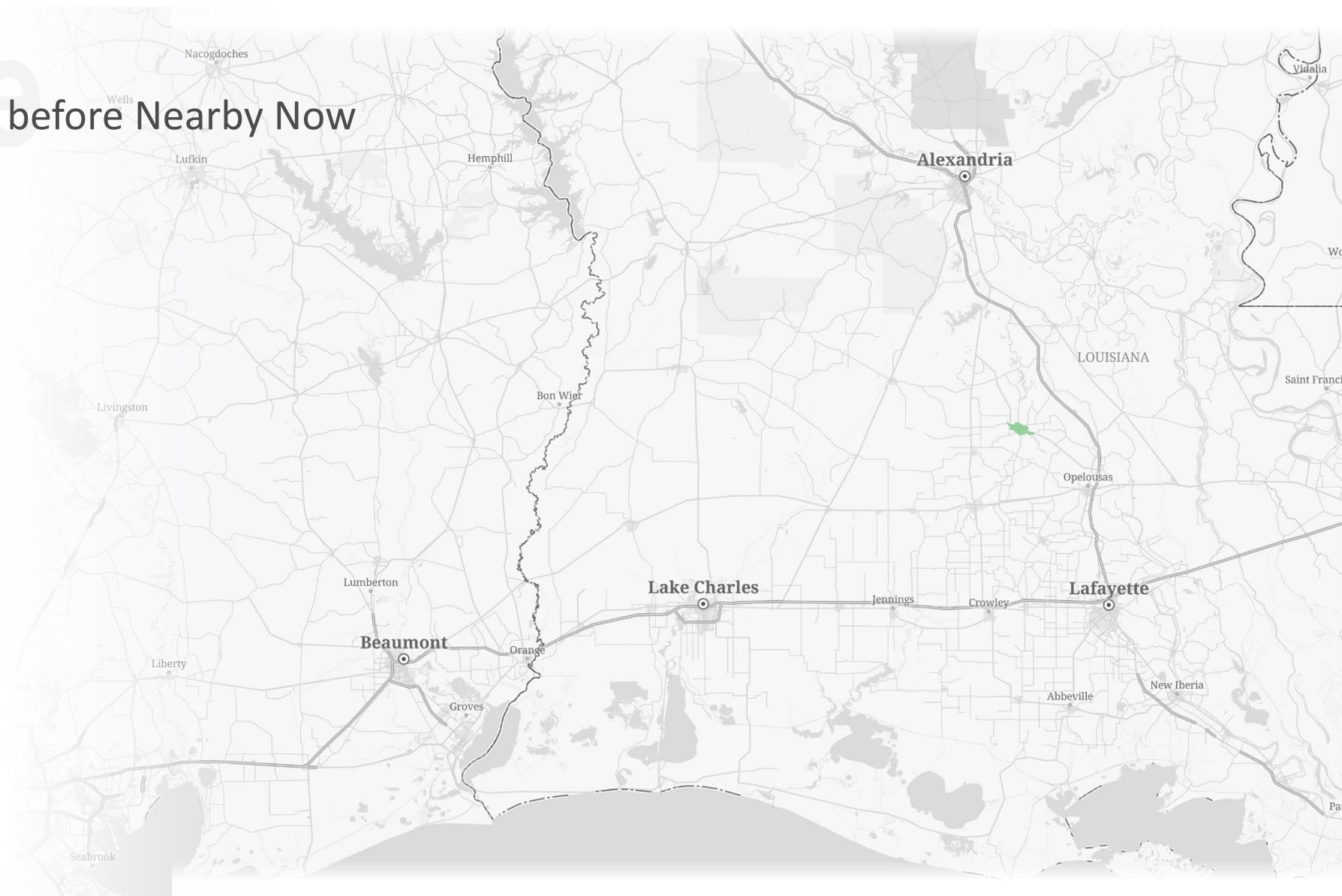
1 City

Local Reputation Drivers

0 Local Reviews

0 Local Checkins

0 Local Photos



■ Reputation Footprint

Reputation Footprint: after Nearby Now

Reputation Footprint

68 Cities

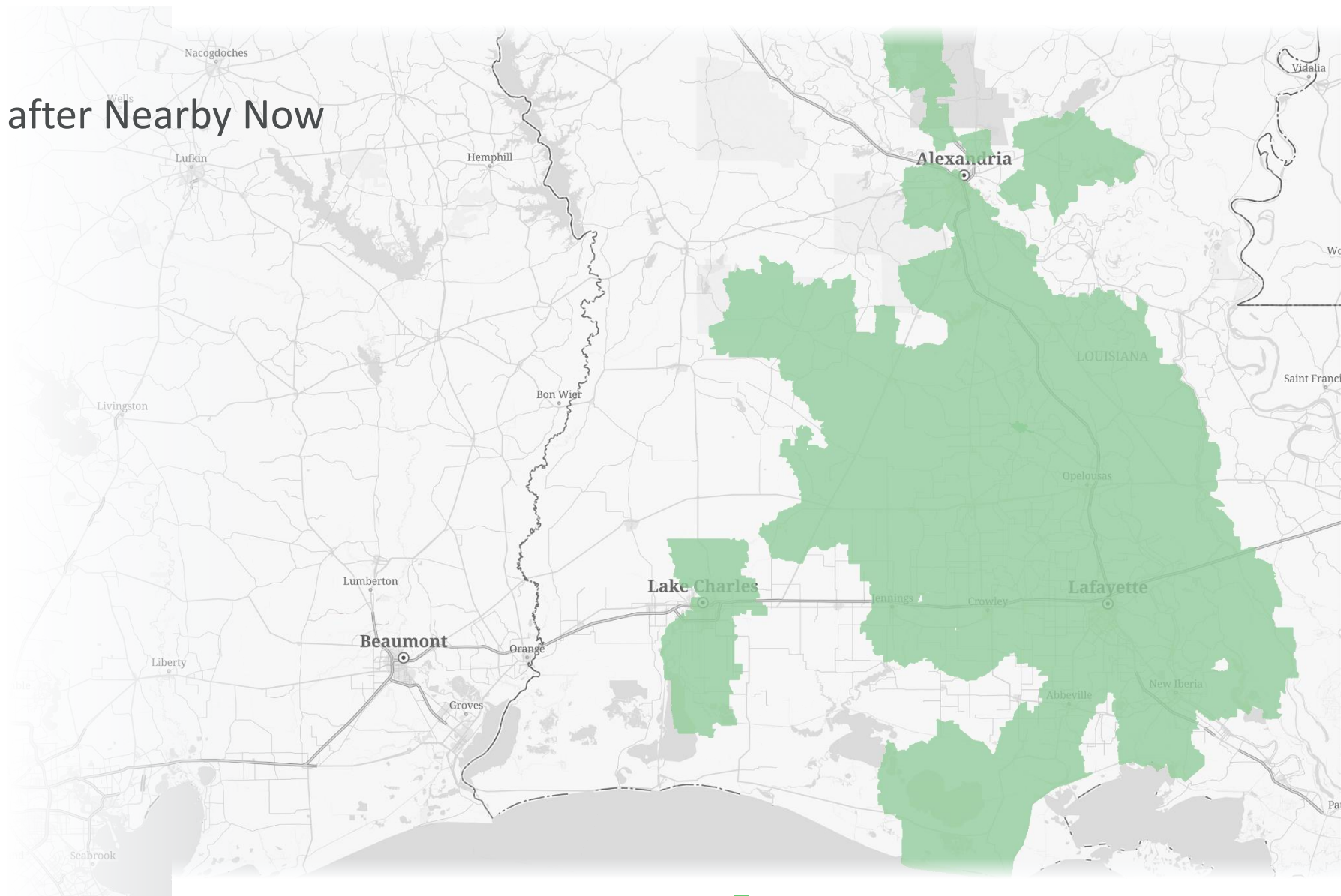
Local Reputation Drivers

1,034 Local Reviews

4.88 Stars Average Rating

7,075 Local Checkins

1,374 Local Photos



■ Reputation Footprint

Reputation Footprint: City Spotlight

Ville Platte, Louisiana

Population 7,430

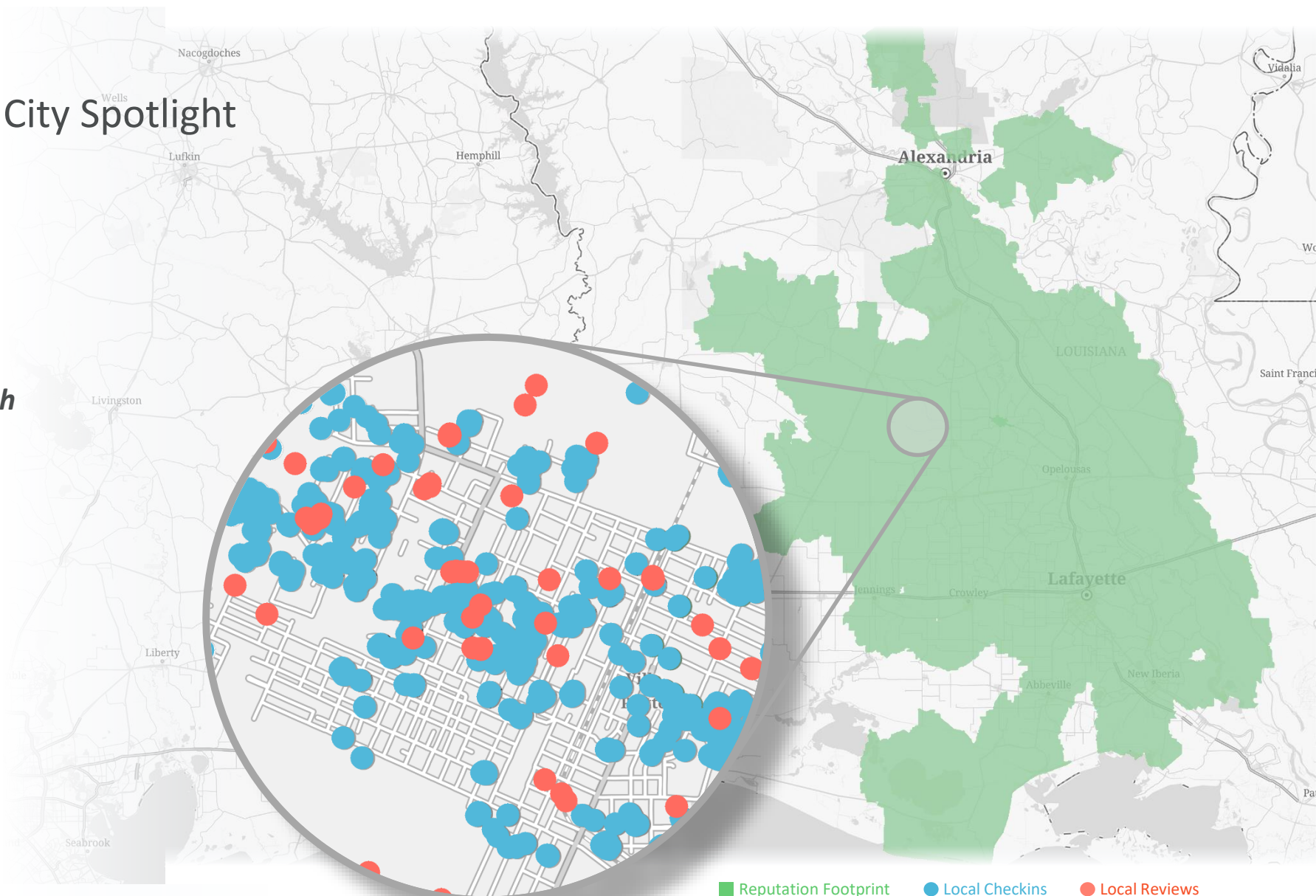
Local Reputation Driver Growth

0 to **317** Local Reviews

4.91 Stars Average Rating

0 to **2,524** Local Checkins

0 to **528** Local Photos



Reputation Footprint: City Spotlight

Eunice, Louisiana

Population 10,398

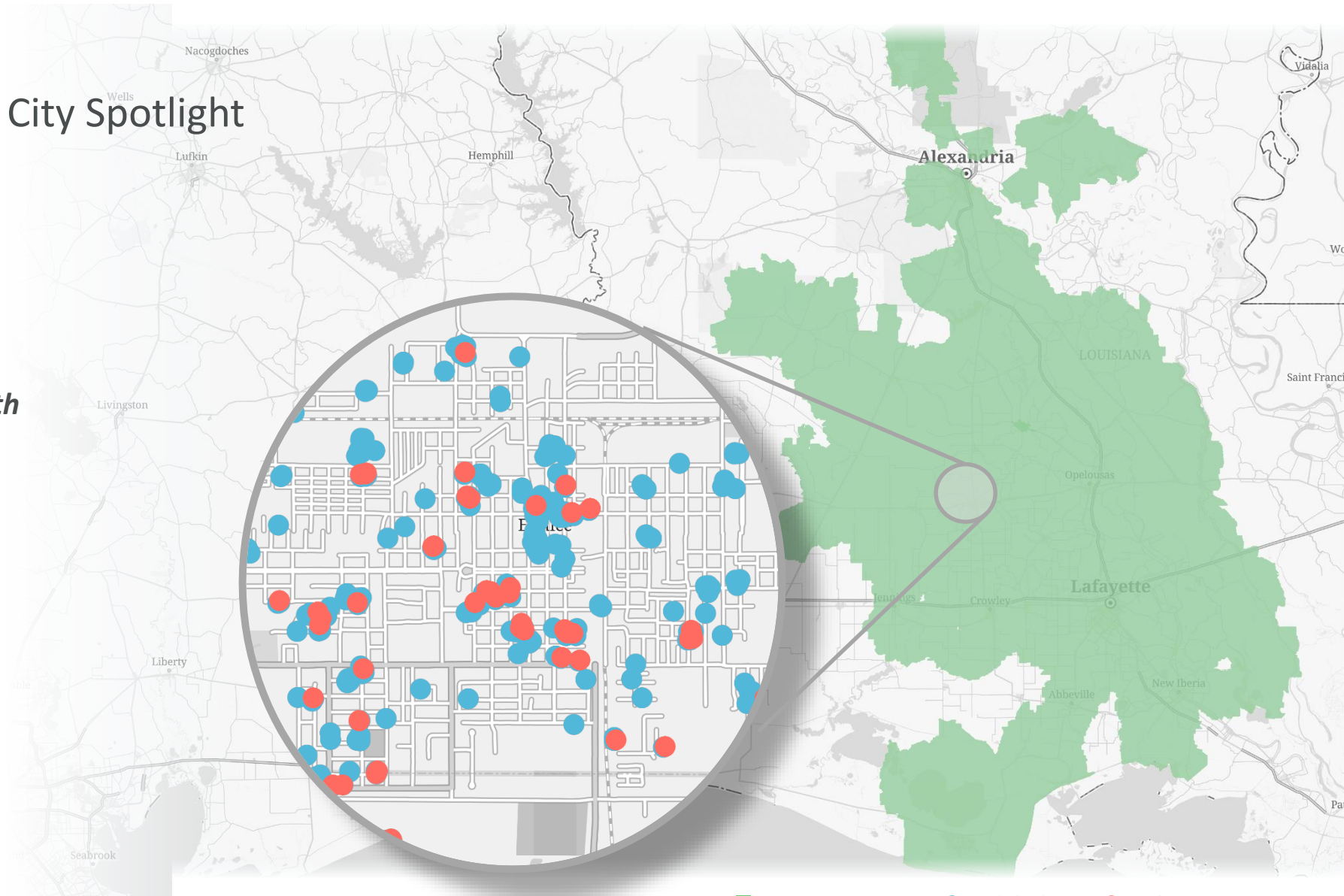
Local Reputation Driver Growth

0 to **191** Local Reviews

4.91 Stars Average Rating

0 to **1,210** Local Checkins

0 to **203** Local Photos



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](#).