Google Business Profile Case Study

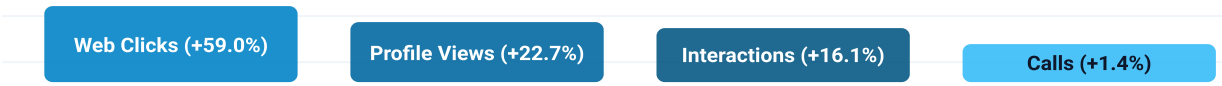
Local SEO Performance & Keyword Ranking Analysis • May–Sept 2025 vs May–Sept 2026

Abbott Plumbing Inc

www.abbottplumbinginc.com • Target Region: Williamstown, NJ & Gloucester County

PROFILE INTERACTIONS	PROFILE VIEWS	PHONE CALLS	WEBSITE CLICKS
800	3,815	290	299
▲ +16.1% YoY	▲ +22.7% YoY	▲ +1.4% YoY	▲ +59.0% YoY

Key Performance Metric Growth (May–Sept 2026 vs May–Sept 2025)



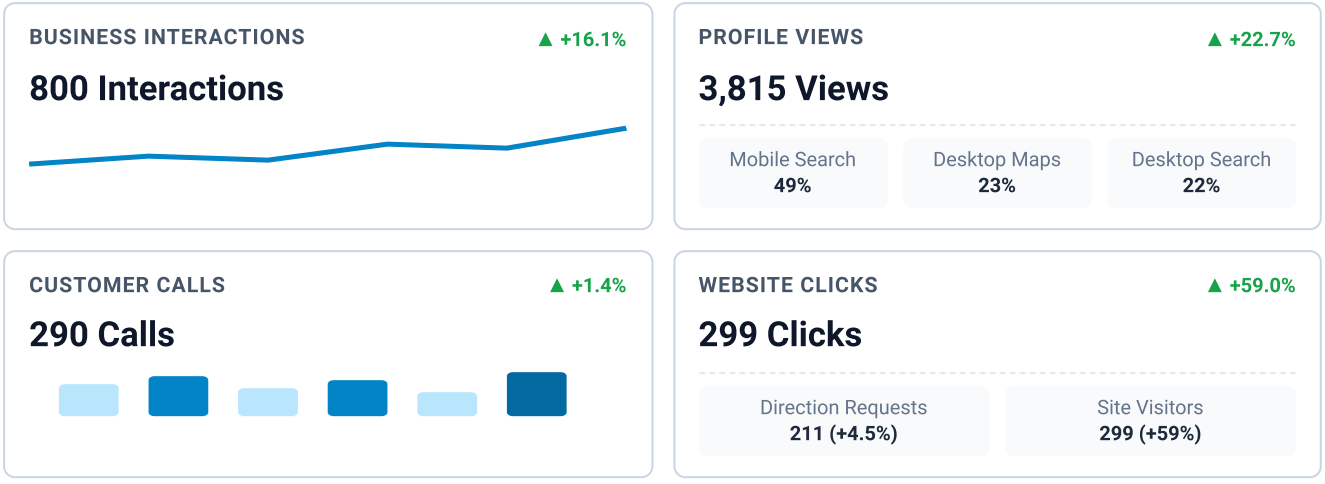
Local Keyword Ranking Improvements (Part 1: Ranks #1 – #10)

S.No	Search Keyword	Starting Rank	Current Rank
1	Bathroom remodeling plumber Williamstown NJ	*Not in 20*	#1
2	Toilet installation and repair Williamstown	*Not in 20*	#2
3	Plumbing services in Williamstown NJ	*Not in 20*	#2
4	Faucet and toilet repairs Williamstown NJ	*Not in 20*	#2
5	Tankless water heater installation NJ	*Not in 20*	#2
6	Plumbers in Williamstown NJ	*Not in 20*	#2
7	Water heater installation Williamstown NJ	*Not in 20*	#4
8	Drain cleaning Williamstown NJ	*Not in 20*	#5
9	Heating system installation Williamstown NJ	*Not in 20*	#7
10	Leak detection and repair near me	*Not in 20*	#10

Local Keyword Ranking Improvements (Part 2: Keywords 11 – 20)

S.No	Search Keyword	Starting Rank	Current Rank
11	Sewer line repair Gloucester County	*Not in 20*	**#10**
12	Licensed plumber near me	*Not in 20*	#11
13	Water conditioner installation in Williamstown NJ	*Not in 20*	#11
14	HVAC repair Williamstown NJ	*Not in 20*	*Not in 20*
15	AC system replacement Williamstown NJ	*Not in 20*	*Not in 20*
16	Furnace installation and repair Williamstown NJ	*Not in 20*	*Not in 20*
17	Air conditioning repair in Williamstown NJ	*Not in 20*	*Not in 20*
18	Expert Bathroom Remodels in Gloucester County	*Not in 20*	*Not in 20*
19	Expert Bathroom Renovations in Gloucester County	*Not in 20*	*Not in 20*
20	AC unit installation and service Gloucester County	*Not in 20*	*Not in 20*

Google Business Profile Verified Dashboard Analytics



Key Campaign Takeaways

- **Massive Website Traffic Growth:** Website clicks surged by **+59.0% YoY** (299 clicks), indicating higher search intent for localized plumbing solutions.
- **Core Plumbing Dominance:** Secured 8 keywords in the Top 5 including *#1 for Bathroom remodeling plumber Williamstown NJ* and *#2 for Plumbers in Williamstown NJ*.
- **Increased Total Exposure:** Profile views increased by **+22.7%** reaching 3,815 local views across Mobile Search (49%), Desktop Maps (23%), and Desktop Search (22%).