Google Business Profile Case Study

Local SEO Optimization & Growth Analysis • May–Sept 2025 vs May–Sept 2026

Legendary Electric

www.legendaryelectric.com • Target Region: Forney, TX & Surrounding Areas

PROFILE INTERACTIONS	PHONE CALLS	WEBSITE CLICKS	DIRECTION REQUESTS
1,091	243	469	364
▲ +49.7% YoY	▲ +85.5% YoY	▲ +51.8% YoY	▲ +26.0% YoY

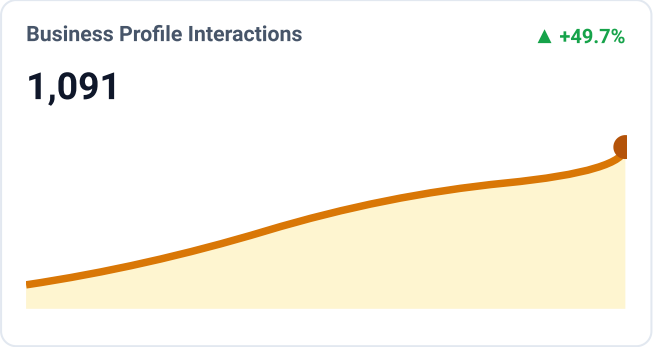
Local Keyword Ranking Improvements (Part 1: Keywords 1 – 10)

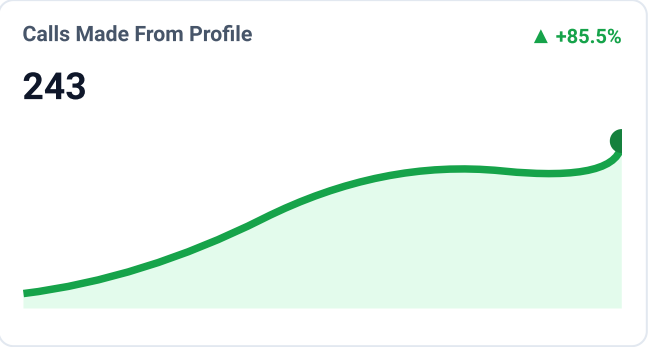
S.No	Search Keyword	Starting Rank	Current Rank
1	commercial electrician Forney TX	*Not in 20*	#1
2	affordable electrician Forney TX	*Not in 20*	#1
3	electrical panel upgrade Forney TX	*Not in 20*	#2
4	residential electrician Forney TX	*Not in 20*	#2
5	breaker panel replacement Forney TX	*Not in 20*	#2
6	licensed electrician Forney TX	*Not in 20*	#2
7	indoor lighting electrician Forney TX	*Not in 20*	#2
8	hot tub wiring electrician Forney TX	*Not in 20*	#2
9	electrician in Forney TX	*Not in 20*	#2
10	electrical troubleshooting Forney TX	*Not in 20*	#2

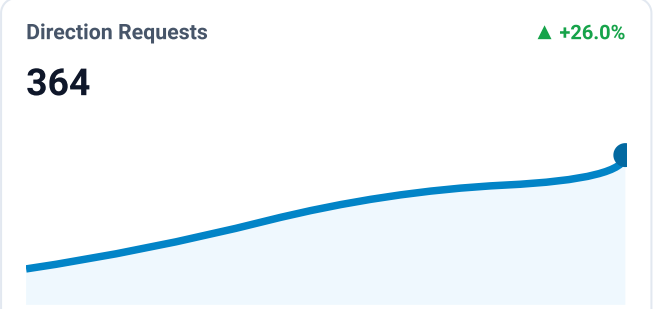
Local Keyword Ranking Improvements (Part 2: Keywords 11 – 20)

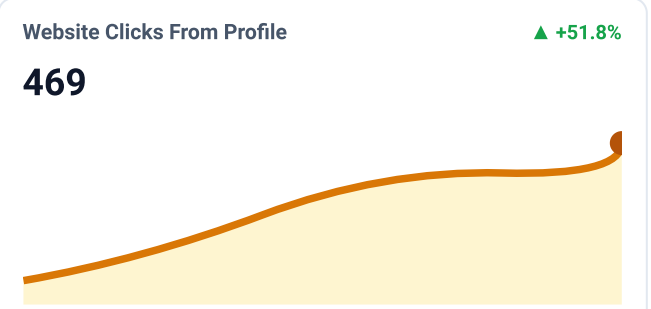
S.No	Search Keyword	Starting Rank	Current Rank
11	emergency electrician Forney TX	*Not in 20*	#3
12	same day electrician Forney TX	*Not in 20*	#3
13	electrician Forney TX	*Not in 20*	#3
14	lighting installation Forney TX	*Not in 20*	#3
15	electrical repair services Forney TX	*Not in 20*	#4
16	hot tub circuit installation Forney TX	*Not in 20*	#5
17	backup generator installation Forney TX	*Not in 20*	#8
18	outdoor lighting installation Forney TX	*Not in 20*	#9
19	whole house generator installer Forney TX	*Not in 20*	#15
20	generator installation Forney TX	*Not in 20*	#16

Google Business Profile Verified Growth Charts









Key Performance Takeaways

- **Massive Call & Interaction Growth:** Direct phone calls surged by **+85.5% YoY** (243 calls) and total interactions rose **+49.7%** (1,091).
- **Top 5 Local Dominance:** 16 out of 20 target electrical search terms rank in the Top 5 locally, up from "Not in 20".
- **High Direct Demand:** Website traffic grew by **+51.8%** (469 clicks) and direction requests grew by **+26.0%** (364 requests).