Google Business Profile Case Study

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

Platinum Bridal

www.platinumbridalcolorado.com • Target Region: Denver & Colorado Statewide

PROFILE INTERACTIONS	WEBSITE CLICKS	PHONE CALLS	DIRECTIONS REQUESTED
3,896	2,988	235	652
▲ +6.9% YoY	▲ +7.4% YoY	▲ +23.0% YoY	Verified Active

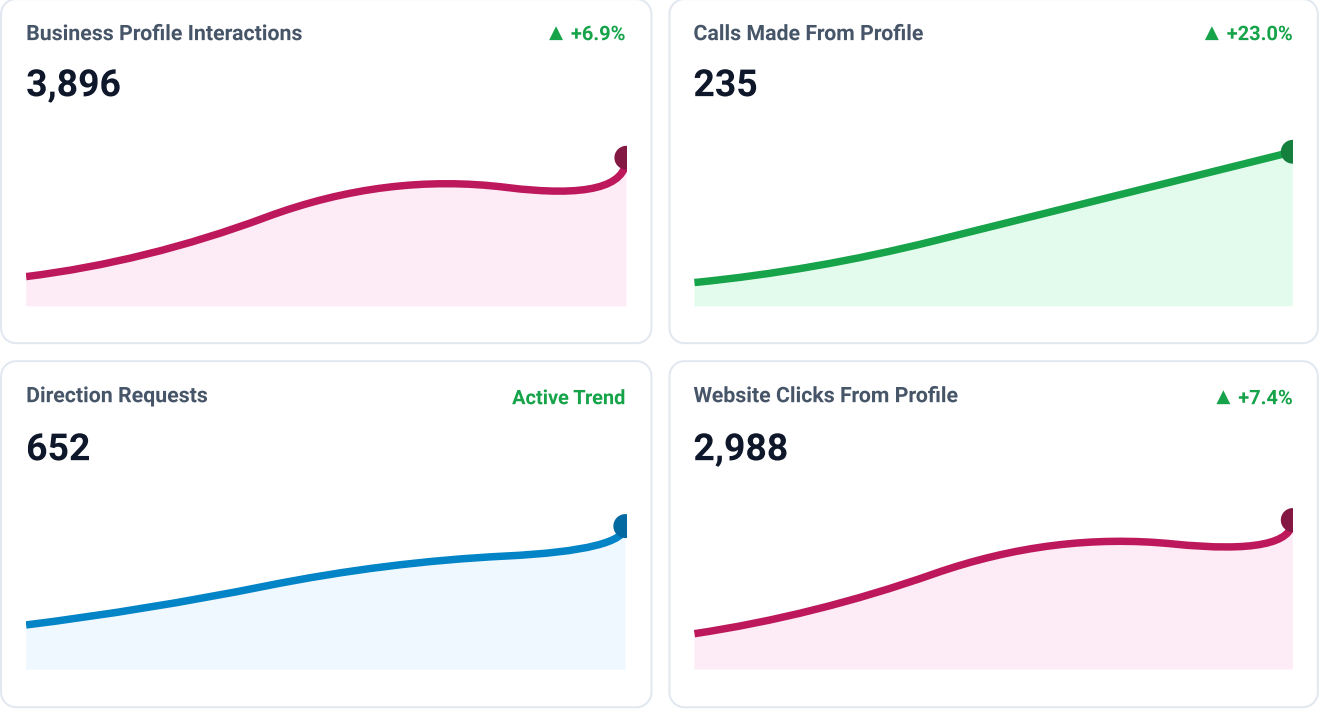
Local Keyword Ranking Growth (Part 1: Ranks #1 – #4)

S.No	Search Keyword	Starting Rank	Current Rank
1	Plus Size Wedding Dresses Colorado	*Not ranked*	#1
2	bridal boutiques in colorado	*Not ranked*	#1
3	bridesmaid dresses near me	*Not ranked*	#1
4	Plus Size Wedding Dresses near me	*Not ranked*	#2
5	colorado bridal shops	*Not ranked*	#3
6	wedding dresses near me denver	*Not ranked*	#3
7	bridal dress boutique near me Denver	*Not ranked*	#3
8	bridal shops colorado	*Not ranked*	#3
9	wedding dress stores near me denver	*Not ranked*	#3
10	designer bridal dresses Colorado	*Not ranked*	#4
11	wedding dress shops near me	*Not ranked*	#4
12	wedding dresses	*Not ranked*	#4
13	best bridal shop in colorado	*Not ranked*	#4

Local Keyword Ranking Growth (Part 2: Keywords 14 – 25)

S.No	Search Keyword	Starting Rank	Current Rank
14	wedding dress shops colorado	*Not ranked*	**#4**
15	bridal gowns Colorado	*Not ranked*	**#5**
16	Plus Size Bridal Stores Denver	*Not ranked*	#11
17	Tuxedo Rental Denver	*Not ranked*	#13
18	wedding dresses denver	*Not ranked*	#13
19	bridal boutiques denver	*Not ranked*	#13
20	bridal stores in denver	*Not ranked*	#13
21	Tuxedo Rental near me	*Not ranked*	#14
22	bridal shops denver	*Not ranked*	#15
23	Tuxedo Rental Store in Colorado	*Not ranked*	#15
24	wedding dress designers Denver	*Not ranked*	#16
25	designer wedding dresses Denver	*Not ranked*	#18

Google Business Profile Verified Growth Charts



Key Performance Takeaways

- **Exceptional Keyword Dominance:** 15 out of 25 tracked keywords achieved Top 5 local rankings, starting from completely unranked positions.
- **Direct Conversion Spike:** Phone calls increased by **+23.0% YoY**, driving 235 direct phone inquiries for bridal appointments.
- **High Intent Engagement:** Reached nearly 3,000 website clicks (2,988) and 652 direction requests for in-store bridal fittings.