



Local SEO Case Study: SparkleClean Pro

Case Study

Prepared by [Mousume Akter](#) | seoraf.com

Client Overview



SparkleClean Pro

 Residential & Commercial Cleaning Service

 New York, NY

 Established: 5 years ago

Local Business

Service Industry

5+ Employees

The Challenge

SparkleClean Pro, despite being in business for 5 years, was struggling to attract new customers through local search. Their online presence was minimal, and they were losing business to competitors with better local visibility.

Incomplete Google Business Profile

Only 40% complete with missing services, photos, and business information

Inconsistent Citations

Name, address, and phone number (NAP) inconsistencies across 15+ directories

Few Customer Reviews

Only 7 reviews with an average rating of 3.2 stars

Poor Map Rankings

Ranking #3 for "cleaning services NYC" and not appearing in top 10 for surrounding areas

Our Strategy

We implemented a comprehensive local SEO strategy focused on improving visibility in Google Maps and local search results. Our approach was systematic and data-driven, targeting the specific issues that were holding SparkleClean Pro back.



GBP Optimization

Completed all profile sections, added relevant categories, uploaded 30+ high-quality photos, created Q&A content, and detailed all services offered



Local Citation Building

Created and optimized 40+ local business listings on Yelp, Bing, Foursquare, Thumbtack, and industry-specific directories



Weekly Google Posts

Implemented a content calendar with weekly posts showcasing before/after photos, special offers, and cleaning tips



Review Campaign

Created QR codes linking directly to the review form, placed on invoices and business cards, and implemented a follow-up email sequence

Results After 90 Days



+245%

Impressions



+187%

Clicks



+210%

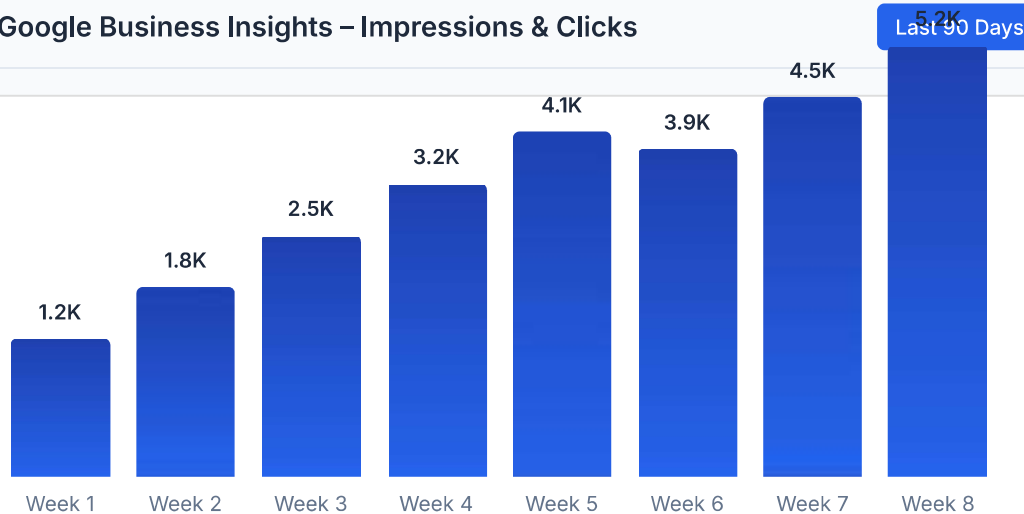
Calls



#1

Map Ranking

Google Business Insights – Impressions & Clicks



3,847

Total Impressions

412

Total Clicks

10.7%

Click-Through Rate

Google Maps Ranking Progress

Keyword: "cleaning services NYC"

#3

Before



#1

After

Top Ranking Keywords:

✓ cleaning services NYC – #1

✓ office cleaning NYC – #2

✓ house cleaning Manhattan – #1

✓ commercial cleaning Brooklyn – #3

Local Citation Scan Results

BrightLocal Report

92%

Citation Score

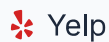
40+

Active Citations

100%

NAP Consistency

Top Citation Sources:



Yelp

Bing Places



Foursquare



Thumbtack

"We now get calls daily through Google Maps — Mousume's SEO changed our business! Before working with the team, we were struggling to find new clients despite having excellent service. Now,

our phone rings constantly with qualified leads, and we've had to hire two additional cleaners to keep up with demand. The investment in local SEO has paid for itself tenfold."



John Davidson

Owner, SparkleClean Pro

Tools Used

We leveraged industry-leading tools to track progress, identify opportunities, and measure the success of our local SEO campaign.



BrightLocal



Screpy



**Google
Business
Insights**

Ready to Transform Your Cleaning Business?

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