



Local SEO Case Study: FixIt Right Services

Case Study

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Client Background



FixIt Right Services

 Handyman & Plumbing Solutions

 Brooklyn, NY

 Established: 15 years ago

Family-Owned

Service Industry

3+ Employees

FixIt Right Services is a family-owned handyman business with 15 years of experience serving Brooklyn and surrounding areas. Specializing in plumbing repairs, home maintenance, and remodeling projects, they built their reputation on quality workmanship and customer satisfaction. Despite their excellent service record, they struggled to attract new customers in the digital age.

The Challenge

Despite having 15 years of industry experience and a loyal customer base, FixIt Right Services was facing significant challenges in the digital landscape. Their online presence was minimal, and they were losing business to competitors with better local visibility.

 **Weak Google Business Profile**
Incomplete information, no photos, outdated business hours, and missing service details

 **No Local Citations**
Absence from major directories like HomeAdvisor, Yelp, and Bing Places

 **Low Online Reviews**
Only 4 reviews with an average rating of 2.8 stars

 **Non-Mobile Website**
Outdated website that wasn't mobile-friendly, causing 85% bounce rate

Our Strategy

We developed a comprehensive local SEO strategy focused on establishing FixIt Right Services as the go-to handyman service in Brooklyn. Our approach was systematic and targeted the specific issues that were preventing them from reaching potential customers online.



Complete GBP Optimization

Filled out all profile sections, added 50+ before/after photos, updated business hours, created detailed service descriptions, and implemented a Q&A section



Local Directory Citations

Created and optimized listings on HomeAdvisor, Yelp, Bing Places, Angie's List, and 20+ industry-specific directories



Mobile-Friendly Website Redesign

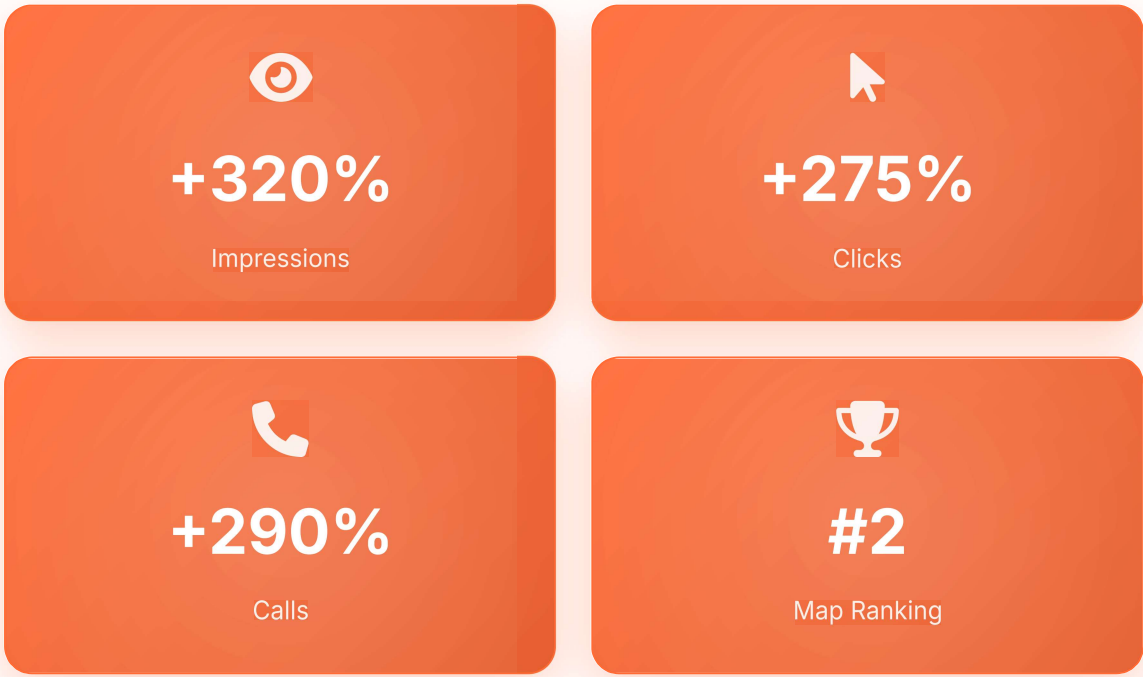
Built a responsive website with easy-to-use contact forms, service galleries, and clear calls-to-action



Review Collection Campaign

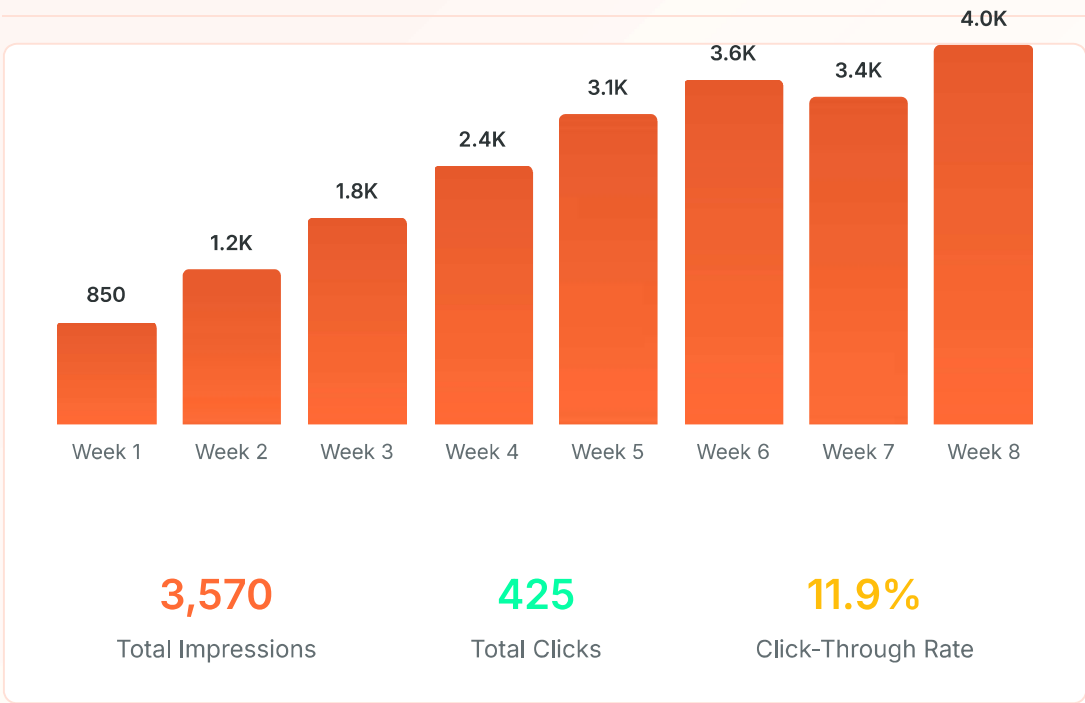
Implemented a review generation system with QR codes on invoices and follow-up emails to satisfied customers

 Results After 90 Days



 Google Business Insights – Impressions & Clicks

Last 90 Days



 Google Maps Ranking Progress

Keyword: "handyman Brooklyn"

#7

Before



#2

After

Top Ranking Keywords:

- ✓ handyman Brooklyn – #2
- ✓ plumbing repair Brooklyn – #1
- ✓ emergency plumber – #3
- ✓ home repair Brooklyn – #2

 BrightLocal Ranking Report

3-Month Progress

+5

Average Position Improvement

24

Keywords in Top 10

89%

Visibility Score

Keyword Performance:

handyman Brooklyn	#2	plumbing repair	#1
emergency plumber	#3	home repair	#2

 Screpy Technical Audit

Website Performance

95

SEO Score

98

Performance Score

100

Mobile-Friendly

Technical Improvements:

- ✓ Page Speed Optimization
- ✓ Mobile Responsiveness
- ✓ Schema Markup
- ✓ XML Sitemap

"We used to rely on word-of-mouth — now Google brings us consistent jobs every week. Before working with Mousume's team, we were struggling to find new clients despite having 15 years of experience. Now, our phone rings constantly with qualified leads, and we've had to hire two additional technicians to keep up with demand. The investment in local SEO has completely transformed our business."

**Michael Rodriguez**

Owner, FixIt Right Services

 Tools Used

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

**Screpy**
(Technical)**BrightLocal**
(Rank Tracking)**GBP Insights**

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