

Case Study

Google Local Search for Chilliwack Auto Repair Shop

Google introduced a local component to their search results which gives an advantage to a company whose clientele are within driving distance from their services. For the first time, local companies can have a visible link at the top of searches when the search is geographically specific.

Chilliwack Pro Auto Care, an auto-repair shop in Chilliwack, BC has the same concerns about marketing as other locally based businesses:

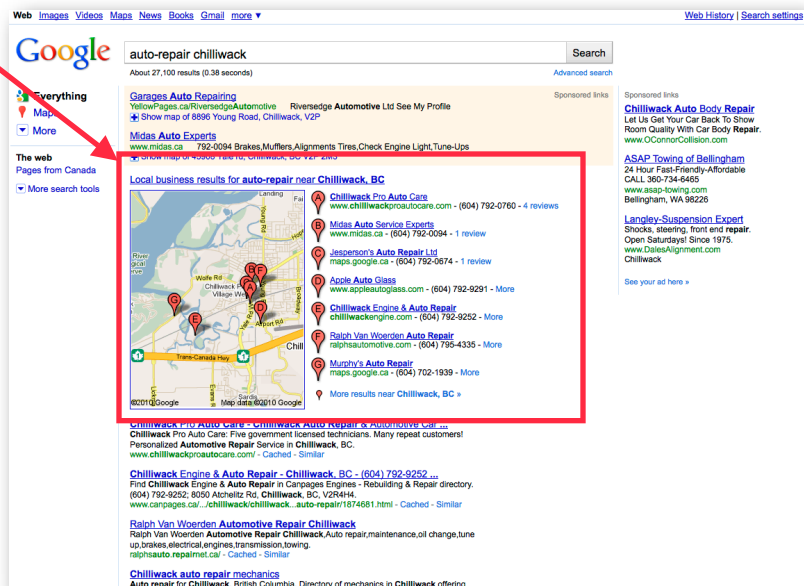
- they rely on the traditional Yellow Pages book to advertise their services
- they have no need to advertise their services outside of a 30 km radius of their shop
- they are unsure about internet marketing as their target market is very geographically specific
- they need to wean off of the Yellow Pages ads in a way that is strategic and doesn't lose business

The Google 10 Pack

Google will show up to 10 local businesses in search results with links into their local Google profiles.

You won't appear to the right of the Google map if:

- You don't have a Google Local Account
- You don't have a local address
- You don't provide content to Google about your company

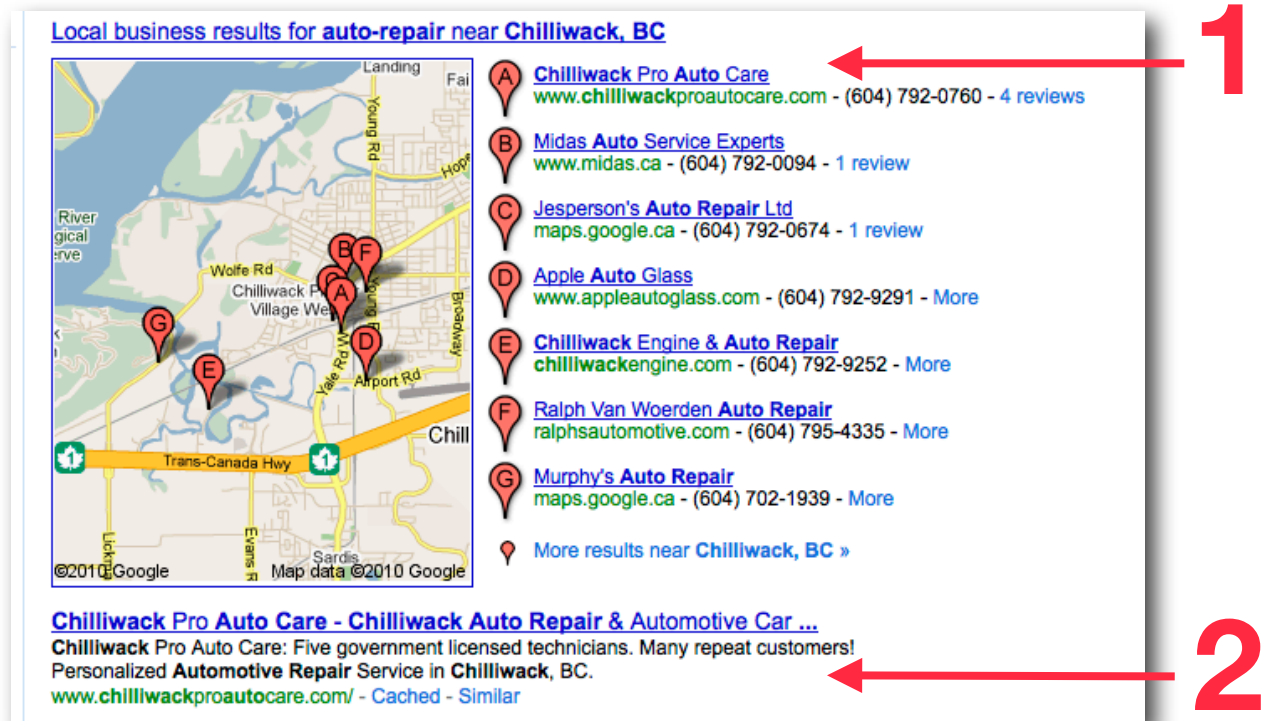


The Solution

Chilliwack Pro Auto Care hired Stir Communications Group to move them upwards in the Google Ten Pack of local listings. This involved a number of tactics and several months of work to achieve. Initially, they were competing with multi-national companies, auto-repair shops from other towns and car dealerships. Stir created a Google Local account for Chilliwack Pro-Auto and provided essential and strategic content for the account.

As you can see from the screenshot (below), Chilliwack Pro Auto Care is now the top-ranking result in the Google local search results when you search for: auto-repair Chilliwack. You can also see that Chilliwack Pro Auto Care is also the top-ranking site just below the Google Local 10-Pack. This is a double win for them!

You cannot rank any higher in search results than these two spaces on page one of Google!



Local business results for auto-repair near Chilliwack, BC

A [Chilliwack Pro Auto Care](http://www.chilliwackproautocare.com)
www.chilliwackproautocare.com - (604) 792-0760 - 4 reviews

B [Midas Auto Service Experts](http://www.midas.ca)
www.midas.ca - (604) 792-0094 - 1 review

C [Jespersion's Auto Repair Ltd](http://maps.google.ca)
maps.google.ca - (604) 792-0674 - 1 review

D [Apple Auto Glass](http://www.appleautoglass.com)
www.appleautoglass.com - (604) 792-9291 - More

E [Chilliwack Engine & Auto Repair](http://chilliwackengine.com)
chilliwackengine.com - (604) 792-9252 - More

F [Ralph Van Woerden Auto Repair](http://ralphsautomotive.com)
ralphsautomotive.com - (604) 795-4335 - More

G [Murphy's Auto Repair](http://maps.google.ca)
maps.google.ca - (604) 702-1939 - More

More results near Chilliwack, BC »

Chilliwack Pro Auto Care - Chilliwack Auto Repair & Automotive Car ...
Chilliwack Pro Auto Care: Five government licensed technicians. Many repeat customers!
Personalized Automotive Repair Service in Chilliwack, BC.
www.chilliwackproautocare.com/ - Cached - Similar