

CASE STUDY

How a B2B real estate startup dominates key markets with Local SEO



A game-changing approach to local SEO

Background:

WareSpace has revolutionized the shared warehouse space market by providing small to medium-sized businesses with an innovative solution that blends cost-effectiveness, scalability, and community.

This approach not only offers businesses the flexibility to adapt and scale in a fast-paced market but also ensures they are strategically positioned in key commercial hubs for optimal logistical efficiency. With transparent, all-inclusive pricing, WareSpace eliminates financial uncertainties, allowing businesses to focus on growth.

The challenge:

In a competitive market where visibility is key, WareSpace faced a significant hurdle in enhancing its local search rankings. Despite offering top-tier shared warehouse solutions, WareSpace often found itself ranking beyond the 21st position for searches within a mere 1-3 miles radius of its locations.

This positioning in Google search results was a critical barrier, as local businesses and potential clients struggled to discover WareSpace's innovative and cost-effective warehousing solutions amidst a sea of competitors.

The proof is in the numbers:

90%

Improvement in local listing ranking

275%

Increase in the proportion of total leases from organic search

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The solution:

Confronted with the challenge of enhancing local search visibility, WareSpace embarked on a comprehensive digital strategy overhaul.

In the initial phase, we dove into an in-depth examination of WareSpace’s competitive landscape on search engines. Utilizing historical data, we pinpointed strategic leverage points that offered promising opportunities for improvement. The nimbleness and adaptability of WareSpace, akin to that of larger industry players, made the adoption of this strategy not just viable but highly enticing. This approach enabled us to quickly implement innovative solutions that were tailored to the unique challenges and opportunities WareSpace faced.

The strategy pivoted on refining local-based content and strengthening internal linking. We produced localized blog content tailored to specific regions, like the insightful articles highlighting the advantages of secure warehouse space in each target location (e.g. “advantages of secure warehouse space in Minneapolis”). This significantly elevated WareSpace’s local SEO presence.

To further bolster our strategy, we strategically placed internal links to essential city pages, significantly enhancing the blog’s E-A-T profile. E-A-T stands for Expertise, Authoritativeness, and Trustworthiness, key factors that Google uses to assess the quality of a website. By emphasizing these elements, we ensure our content is recognized as credible and valuable. Alongside these links, we optimized local citations, backlinks, and made on-page SEO enhancements, thereby strengthening our SEO footprint in each target location.

This innovative approach to local SEO was not just about keeping pace with competitors. Our goal was to carve a unique path that led to a remarkable improvement in local rankings for critical keywords like “small warehouse for rent” – while effectively building a “moat” of strong SEO signals around those rankings.

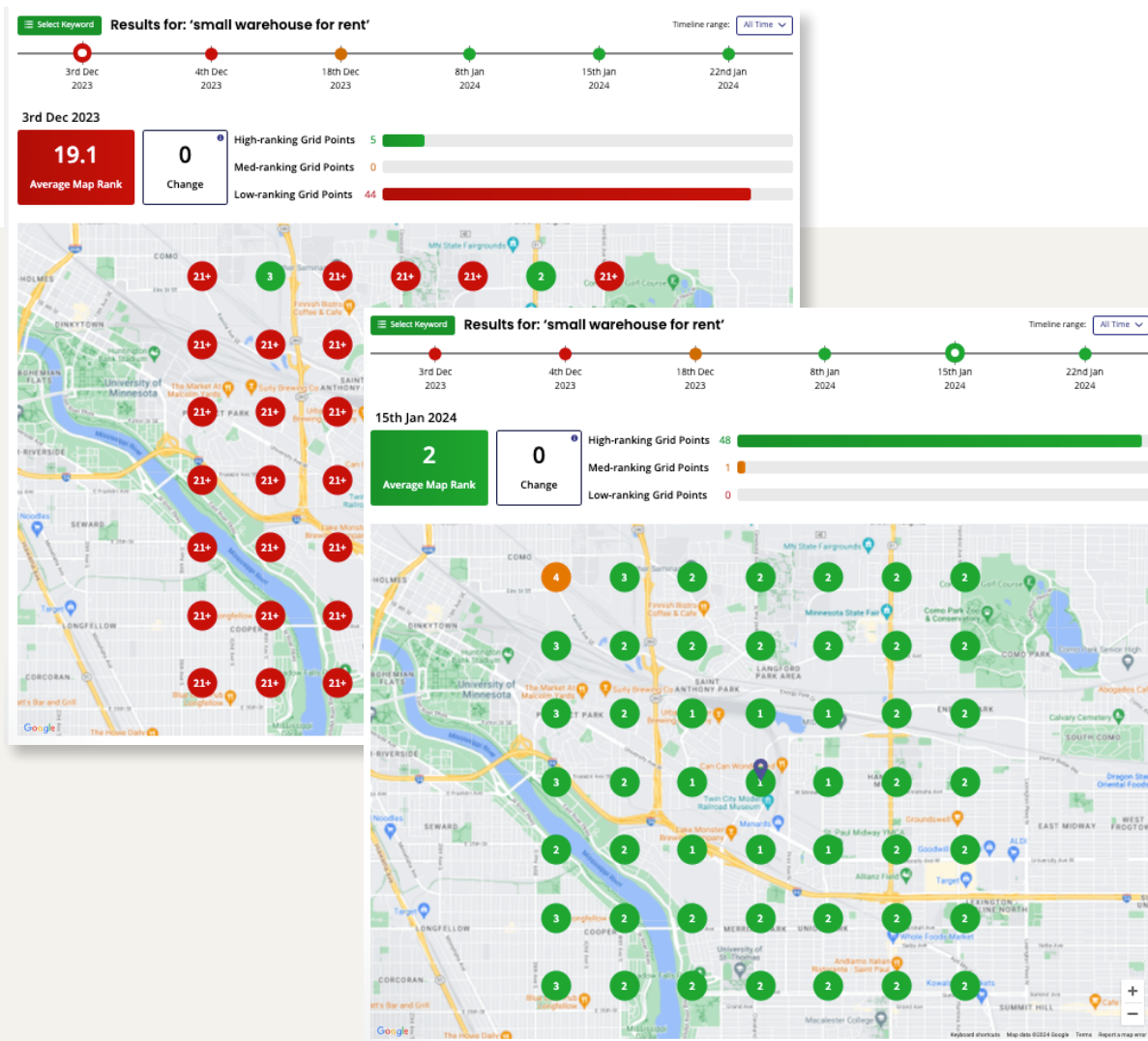


The result:

The results of these efforts were nothing short of transformative. WareSpace's average map rank soared from 19 to an impressive 2 in just one month, as evidenced by BrightLocal Heat Map data – a significant leap in local listing rankings.

Additionally, the impact on the business was substantial – organic search contributions to total lease volume skyrocketed from a mere 8% to nearly **30%**. This marked a dramatic shift in how potential clients discovered and engaged with WareSpace's offerings.

This not only bolstered WareSpace's visibility in local search results but also significantly impacted its business growth and client acquisition. As WareSpace continues to evolve its strategies, these results serve as a testament to the power of targeted SEO and content marketing in the competitive warehousing industry.



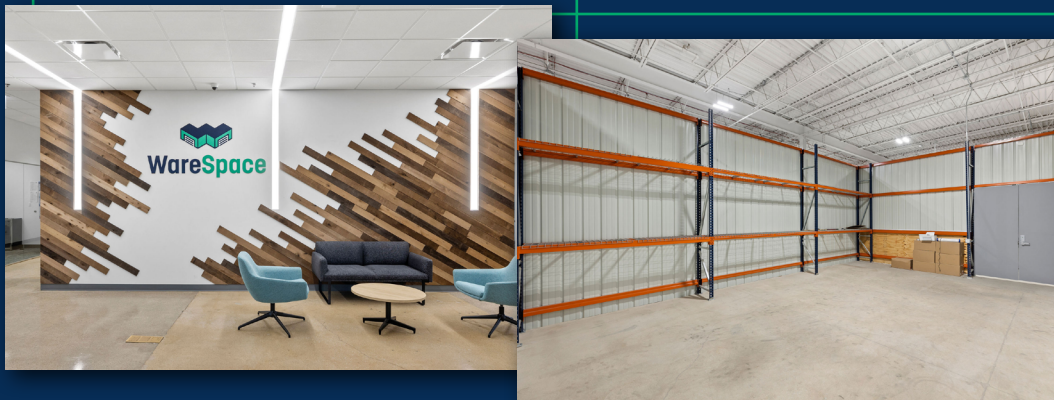
The bottom line

This journey with WareSpace is more than a success story in digital marketing; it's a profound illustration of the impact of a company culture steeped in innovation, collaboration, and determination. The challenges WareSpace faced in local search rankings were formidable, but the resolution and ingenuity of its team turned these challenges into a springboard for unprecedented growth and visibility.

Central to this transformation was a concerted effort that went beyond conventional SEO tactics. By cultivating high-quality, localized content, optimizing internal link structures, and enhancing the overall E-A-T of the site,

WareSpace not only improved its search engine rankings but also significantly increased its lease volume. This wasn't just a technical triumph; it was a reflection of a team's relentless pursuit of excellence and a culture that encourages creative solutions.

As WareSpace continues to grow and adapt in an ever-evolving market, the foundations laid by this project - a blend of strategic thinking, team collaboration, and a culture that values innovation - set the stage for continued success and market leadership. In a sector where change is constant, WareSpace is poised not just to adapt but to redefine the standards of excellence in warehousing solutions.



What about you?

Ready to gain massive market share through local SEO? Want to “skip the line” and work with true local SEO masters to make it happen?

Say hello to WebMechanix. Grab a time here to talk with a local SEO pro. We'll discuss your goals & customize a strategy to help you outmaneuver your competition and build an impenetrable SEO fortress. (And even if we're not a fit, we'll share our best secrets with you anyway. :)



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