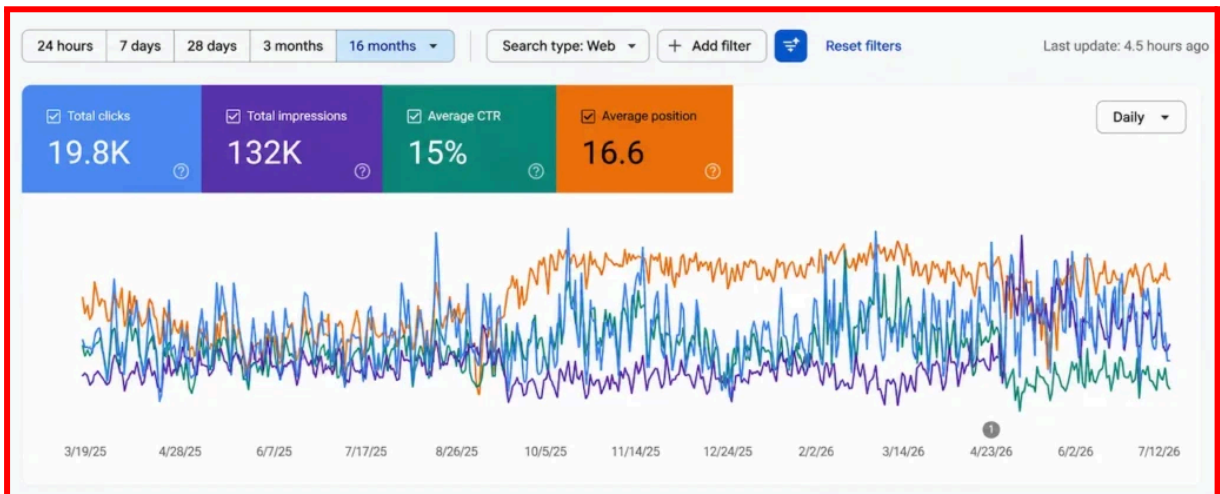


Local SEO Growth: 19,800 Clicks, 15% CTR, #1 Rankings — California



A property management company on the Central Coast of California needed to dominate local search for their primary commercial keywords in a competitive regional market. I built and managed a full local SEO strategy over 3 years covering technical SEO, content, Google Business Profile, backlink building, and AI search optimization.

Results: 19,800 organic clicks. 15% Google Maps CTR (industry average: 2-5%). Position 1 for all primary commercial keywords. 255 ranking keywords. 8 pages now cited in ChatGPT. 123 referring domains. Authority Score 9 with a natural, consistent backlink profile. 3-year ongoing partnership.