

From Position 33 to *Position 2.*

How a local appliance repair business in Tampa achieved a 47x surge in organic reach and 736 tracked inbound calls — in under 12 months.

CLIENT	MARKET	CHANNELS	DURATION
Appliances Fix & Care LLC	Tampa, FL & Surrounds	Google Ads · SEO · Local · Content	~11 months

736 TRACKED PHONE CALLS	47× IMPRESSION GROWTH	13.8 COST PER CALL	2.3 AVG. GOOGLE POSITION	95K+ WEEKLY IMPRESSIONS
-----------------------------------	---------------------------------	------------------------------	------------------------------------	-----------------------------------

01 - THE CHALLENGE

Starting from *near-zero* visibility.

When Appliances Fix & Care LLC engaged us in April 2025, the business had almost no digital footprint. Average organic Google position was 33 — well off the first page. Weekly impressions sat around 2,000. There were zero directory listings and no structured local SEO foundation.

The competitive landscape was fragmented but fierce: national players like Puls and Mr. Appliance were commanding top-of-page placements. The goal was to break into the local market with both paid and organic strategies, simultaneously — and make the budget count.

"A single completed appliance repair job generates \$150-\$400+. Every dollar of ad spend had to earn its place."

02 - THE TRANSFORMATION

Every metric *moved.*

BEFORE · APR 2025	AFTER · FEB 2026
Avg. Google Position: 33.0	Avg. Google Position: 2.3 ↑
Weekly Impressions: ~2,000	Weekly Impressions: 95,855 ↑
Weekly Organic Clicks: ~10	Weekly Organic Clicks: 64+ ↑
Directory Listings: 0	Directory Listings: 15+ ↑
GBP Optimization: None	GBP Optimization: Fully Optimized ↑
Tracked PPC Calls: —	Tracked PPC Calls: 736 ↑

Moving from position 33 to position 2.3 is the kind of result that typically takes 12-18 months — and that's exactly how long it took.

- CAMPAIGN SUMMARY, FEB 2026

03 - PAID SEARCH (GOOGLE ADS)

736 calls. *\$13.75* each.

Across all campaigns, the account delivered 736 tracked phone calls from \$10,120 in total spend — a cost-per-call that makes strong economic sense for a service averaging \$150-\$400 per completed job.

CAMPAIGN	STATUS	SPEND	CALLS	CTR
New Search Ad	Active	\$5,606	403	2.95%
Performance Max-1	Active	\$2,099	199	0.46%
Calls-Search-Jan	Active	\$1,072	45	1.85%
Phone Calls	Paused	\$1,000	61	3.61%
Performance Max-3	Paused	\$343	28	3.04%
Total	—	\$10,120	736	Avg 2.28%

TOP PERFORMING KEYWORDS

washer repair \$1,736 3.12% CTR	appliance repair services \$1,069 2.79% CTR	fridge repair \$756 2.76% CTR	refrigerator repair near me \$639 2.92% CTR	same day appliance repair \$346 4.76% CTR
---------------------------------	---	-------------------------------	---	---

04 - ORGANIC SEO

A 47x leap in *visibility.*

The organic results are the centerpiece of this engagement. Over 16 months, rankings moved from the third page to the top two results on Google — outranking national competitors for appliance repair in Tampa.

PERIOD	IMPRESSIONS/WK	CLICKS/WK	AVG. POSITION
Oct 2024 — Baseline	2,027	10	- 33.0
Dec 2024	2,684 - 4,376	23 - 30	— 25.9 - 33.4
Feb 2025	7,700 - 8,358	35 - 55	— 24.6 - 26.1
Sep 2025 — Major Jump	10,579 - 11,080	61 - 67	— 13.8 - 14.8
Oct - Nov 2025	12,073 - 23,749	71 - 109	— 9.0 - 13.7
Dec 2025 - Jan 2026	20,927 - 31,577	108 - 132	— 9.3 - 12.4
Feb 15-20, 2026	95,855	64+	— 2.3

05 - THE WORK

Every layer, *built from scratch.*

GBP LOCAL PRESENCE Claimed, verified, and fully optimized Google Business Profile. NAP consistency enforced across all platforms. Regular posts at optimal times.	15+ DIRECTORY CITATIONS Yelp, BBB, Manta, Yellow Pages, MapQuest, Superpages, HomeServiceZZ, ShowMeLocal, and more — all live and verified.	Tech TECHNICAL SEO Schema markup, XML sitemap, HTTPS, mobile responsiveness, URL structure, speed optimization — all addressed from day one.	Daily CONTENT PUBLISHING Daily blog posts targeting repair queries. Service pages per appliance type. FAQ sections for question-based searches. Location landing pages for Tampa metro.	PPC PAID SEARCH ENGINE Five campaigns tested and refined. Negative keywords actively managed. Bid strategy optimized for call volume over raw impressions.	Links BACKLINK OUTREACH Active outreach to local Tampa businesses for citations and backlinks. Internal linking architecture implemented site-wide.
---	---	--	---	--	---

06 - COMPETITIVE CONTEXT

Outranking the *nationals.*

The Tampa appliance repair market is fragmented — no single competitor holds more than 10% impression share. That fragmentation is an opportunity, and we've moved to exploit it.

National players like Puls, Mr. Appliance, and appliancerepair.com hold higher top-of-page rates — but those rates don't directly translate to booked jobs. The strategic focus has always been cost-efficient calls that convert, not vanity impression share.

Appliances Fix & Care now appears above these competitors in organic search for core terms — the result that is hardest to buy and longest-lasting to build.

07 - WHAT'S NEXT

The inflection *point.*

The foundation is set. Rankings are in the top 2-3 positions. The next 90 days are about compounding the momentum that took 11 months to build.

NEXT 30 DAYS Optimize & Activate <ul style="list-style-type: none"> Enable call recording to diagnose lead quality Tighten geographic targeting on Performance Max Double Tuesday/Thursday budget allocation Expand negative keyword list Publish Clearwater, St. Pete & Brandon landing pages 	30 - 90 DAYS Scale the Win <ul style="list-style-type: none"> Target Samsung & LG brand-specific repair keywords Launch Google review generation campaign Produce before/after video content for YouTube Expand citation network to niche directories Test new ad group for 'emergency appliance repair' 	ONGOING Defend Position 2 <ul style="list-style-type: none"> Maintain daily content publishing cadence Build GBP authority through review volume Continue backlink outreach in Tampa market Monitor and respond to competitor movements Monthly performance review and budget reallocation
--	--	--