



BRIGHTEDGE CASE STUDIES

Stanley Steemer Case Study

Stanley Steemer Accelerates Business Pivot with SEO

Presented with both a challenge and opportunity in the pandemic, Stanley Steemer found themselves in a unique position to take advantage of market trends. Pivoting to a professional services company, with a larger set of offerings, they needed a way to connect with customers and convey their new focus to people who needed cleaning services. Leveraging BrightEdge products like Instant and Hyper Local Analysis, the team was able to grow organic traffic, acquire more customers, and devise an effective local SEO strategy.

The Business Challenge

The Pandemic Highlights the Importance of the Organic Channel for Stanley Steemer

While the pandemic forced many businesses to close their doors, for Stanley Steemer, the problem was flipped on its head. For the first time in over 70 years of business, customers – wary of the spreading virus – were closing their doors to the venerable cleaning company.

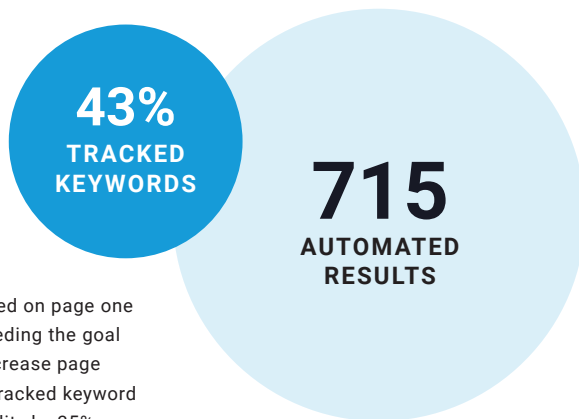
With no warning and precious time to act, the company pivoted to focus on its professional services business to align with market opportunities and demand. Knowing that search engines are the first stop for most cleaning company searches, the Stanley Steemer Digital Marketing team went to work elevating the company’s organic search profile for professional services.

The BrightEdge Solution

Building a Scalable, Local SEO Strategy

To move quickly, the team would first need to understand how prospective customers were searching for professional services they offered, and how those searches varied across local markets. Using BrightEdge Instant and Hyper Local Analysis the Stanley Steemer Digital Marketing team was able understand the impact organic search has on traditional traffic-driving services.

The newfound insights laid the groundwork for an effective local search strategy. SEO, of course, is not a static process. The company employed custom BrightEdge local dashboards to monitor progress, identify weak spots and amplify successes. Additionally, to assist the SEO team and accelerate results, they worked with BrightEdge to deploy Autopilot. BrightEdge Autopilot applies machine learning to intelligently and automatically perform SEO optimizations on Stanley Steemer’s website.

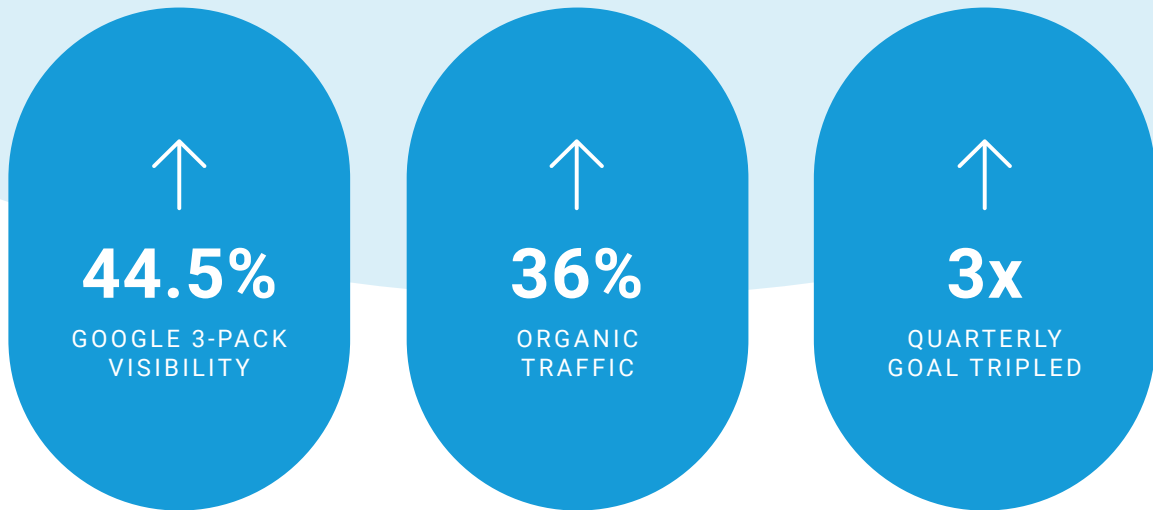


Ranked on page one exceeding the goal to increase page one tracked keyword visibility by 35%.

The integration of BrightEdge Autopilot into the Stanley Steemer website helped move 716 keywords to page 1 of search, including high-value, high-volume search terms like “floor cleaning”.

The Results

Q1 2021 results vs. Q1 2020 results, just one year into the pandemic:



Facing long odds as the impacts of the pandemic rolled on, Stanley Steemer set substantial growth targets for SEO.

Their goals for SEO were less about what seemed realistic, and more about closing the gap from the lost business brought on by the pandemic. With the help of BrightEdge they were not only able to hit those targets, but exceed them in most cases.

Because cleaning services are ultimately local in nature, it was important for Stanley Steemer to track SEO results in local markets. A great example of the program's success comes from the Northwest Indiana market for the period from January through May 2021 vs. the same period the year prior:

→ **The SEO effort netted major keyword wins for new Google 3-pack presence including: "carpet cleaning Merrillville," "carpet cleaning NW Indiana," and "upholstery cleaning NW Indiana".**

→ **Google My Business profile views were up 55%, organic traffic to the local page is up 55.6%, conversion rate is up 28.5% and transactions have increased 100%.**

The positive gains in SEO through the pandemic helped Stanley Steemer adapt to sudden disruption in the marketplace and maintain its leadership position. The demonstrated value of the company's organic search efforts through the pandemic have emented SEO as a key marketing strategy going forward.