FINANCE CASE STUDY

Credit Union: Winning "Near Me" Searches

Local SEO across 12 branches drove more clicks, calls, and visits.

OVERVIEW

Client
Credit union

Campaign length
One year

Geography
Western U.S., 12 locations

Total investment
$28,800

Products used
Local SEO

OBJECTIVE

Increase website clicks and phone calls, and clean up business listings across the web.

113%
more clicks for driving directions.

STRATEGY AND SOLUTIONS

We ran **Local SEO for all 12 branches** to improve visibility for "credit union near me" and similar location-based searches.

Keeping every branch's **Google Business Profile** updated and accurate gave each one a better chance of appearing in search, and gave people the information they needed to become members.

Local SEO optimizes business listings to increase visibility on maps and for "near me" style searches.



RESULTS

134%
more clicks

113%
more clicks for driving directions

69%
increase in phone calls

Multiple branches? We'll make sure every location shows up when people search nearby.

Results from a single advertiser; individual results vary.