MASTERCRAFT WEB SOLUTIONS

Omni-Channel Approach to SEO

Houston Garage Door Company

40% ↑
increase in lead calls

10x ↑
increase in traffic from LLM (AI Searches)

TOP 3
ranking for “Garage Door Spring Replacement”

Challenges

- Fewer leads are coming in based on lower Google Business Profile and organic rankings visibility
- Lower revenue based on increased competition
- Increased competition with much higher ad budgets

Strategy

Being in the map pack is still one of the key ways to bring in business. Just ask anyone who has had their profile suspended. However, we recognized that it takes outside factors such as Reddit, best-of listings, YouTube, and even traditional offline marketing to really boost local SEO factors.

Our strategy was to look at the situation from 3 separate but equal parts

- Entities and Branding (understanding who you are)
- Owning The Moment (understanding the customer journey)
- Google Business Profile and Website Matching

Services Provided

For this project we utilized the following services:

- Onpage SEO
- Google PPC
- Local SEO
- Website Design & Management
- Brand Mention Management
- Graphic Design
- Google LSA Management

Entities and Branding

Entities just means that Google and people know your business and what your business does. Citations have always been a big part of local SEO, and are becoming even more important now that AI has stepped into the game. That translates into online and offline branding.

Actions Taken:

- Business is listed on every major citywide directory that is relevant
- Business is listed on every major industry directory that is relevant (yes, that means listing on Angie's)
- Creating and distributing flyers on services not as often advertised by the competition (like garage door panel swaps)
- Reviewing and adjusting brand positioning vs competition (pushy upsells vs fixing the problem)
- Increasing visibility on sites like Reddit
- Have the owner create videos with local intent and add to YouTube

Owning The Moment

Owning the moment means understanding the customer pain points and understanding which search intents homeowners want, which ones want someone right now, and which ones are just doing research on 3 or 4 companies before making a decision.

Actions Taken:

- Review the customer journey. When they search for a garage door company, what problems are they trying to solve?
- Understand key differentiators in the customer's mind. What are the 3 most important factors that make a customer choose a garage door company?
- Adjust the website copy to adjust the above two questions
- Focused zip code PPC campaigns addressing these issues using exact match keywords to control budget
- Use LSA ads (Local Service Ads) to pick up leads outside the focused zip code ppc campaigns (helps control cost)

Google Business Profile and Website Matching

In the world of Google (and SEO in general), Google Business Profiles are still a large driver of business. In order for that to work, Google has to understand exactly who you are, what you do, and where you do it.

Actions Taken:

- List every major service in the GBP with keyword-rich descriptions and local mentions
- Every service that is listed on the GBP has its own page on the website
- Every one of those service pages has the exact same descriptions that were used on the GBP
- Images are added with service names every week to the GBP
- Those same images are added somewhere on the website
- Create engaging GBP posts 3 times a week to increase CTR

Key Performance Indicators (KPIs) + Results

To measure the success of this project we tracked the following KPIs. And next to each KPI are the results we were able to achieve for Stateline.

1. Increase Lead Calls → **40% increase in lead calls**
2. Increase Traffic from LLMs (AI Search Traffic) → **10x traffic increase from all LLMs**
3. Increase Local SEO Ranking for "Garage Door Spring Replacement" term → **Top 3 ranking for "Garage Door Spring Replacement"**

References

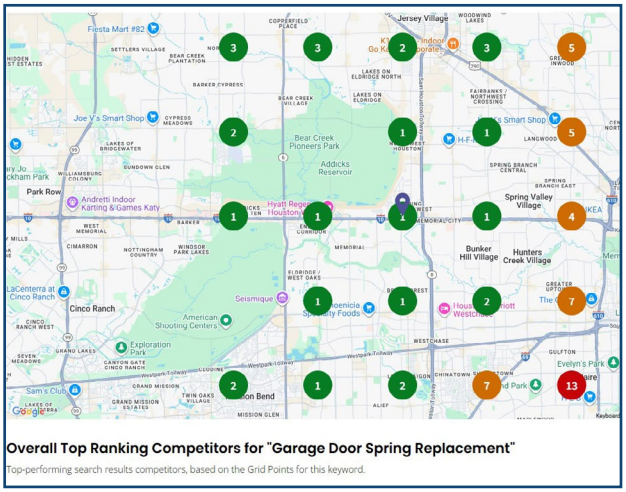
Below are screenshots from various platforms to show the exact results we were able to generate for the client.

Session source	Sessions	Engaged sessions	Engagement rate
SHOW ALL ROWS			
Total	59 vs. 34 ↑ 73.53%	23 vs. 15 ↑ 53.33%	38.98% vs. 44.12% ↓ -11.64%

Increase in Engagement Rate

tel	
Dec 1 - Dec 31, 2025	97 (0.25%)
Dec 1 - Dec 31, 2024	69 (0.17%)
% change	40.58%

Increase in Calls from the wesbite



Local SEO Rankings for "Garage Door Spring Replacement"

Total	103 vs. 1 ↑ 10,200%	44 vs. 0	42.72% vs. 0%
chatgpt.com			
Jul 1 - Dec 31, 2025	67 (65.05%)	27 (61.36%)	40.3%
Dec 1 - Dec 1, 2025	1 (100%)	0 (–)	0%
% change	6,600%	0%	0%
gemini.google.com			
Jul 1 - Dec 31, 2025	13 (12.62%)	9 (20.45%)	69.23%
Dec 1 - Dec 1, 2025	0 (0%)	0 (–)	0%
% change	0%	0%	0%
perplexity.ai			
Jul 1 - Dec 31, 2025	13 (12.62%)	5 (11.36%)	38.46%
Dec 1 - Dec 1, 2025	0 (0%)	0 (–)	0%
% change	0%	0%	0%
copilot.microsoft.com			
Jul 1 - Dec 31, 2025	6 (5.83%)	3 (6.82%)	50%
Dec 1 - Dec 1, 2025	0 (0%)	0 (–)	0%
% change	0%	0%	0%
claude.ai			
Jul 1 - Dec 31, 2025	4 (3.88%)	0 (0%)	0%
Dec 1 - Dec 1, 2025	0 (0%)	0 (–)	0%
% change	0%	0%	0%

Traffic from LLM Sources

Increased AI Citations