LOCAL SEO CASE STUDY

From buried to *dominating* the map.

How a Colorado Springs criminal defense attorney went from invisible in local search to ranking in the Google Maps top 3 across every neighborhood in the city — in just 3 months.

4×	3 mo.	$0
Growth in monthly calls	Time to top rankings	Paid ad spend required
From ~30 to 160+ per month	City-wide map pack dominance	vs. $3,200–$5,300/mo for LSA ads

WHY GOOGLE MAPS RANKINGS MATTER

The map pack is where clients make their decision.

When someone searches "criminal attorney near me" or "DUI lawyer Colorado Springs," the first thing they see isn't a website — it's the Google Maps pack. Those 3 listings capture the overwhelming majority of clicks and calls. If your client isn't in that pack, they're effectively invisible, regardless of how good their website is.

Map pack rankings are also hyperlocal: a firm can rank #1 for users on one side of town and not appear at all for someone 2 miles away. That's exactly what rank-tracking grids reveal — and exactly what a strong local SEO strategy fixes.

Hyperlocal visibility

Rankings vary block by block. A grid tracker shows exactly where your client shows up — and where they're losing leads to competitors.

Calls, not just clicks

Map pack listings surface a phone number directly in search results. Users call without ever visiting a website — high intent, zero friction.

Far cheaper than ads

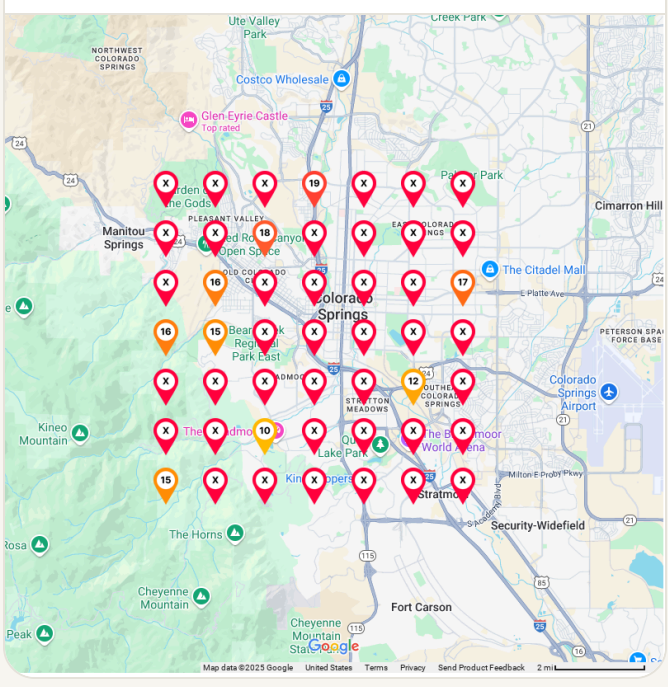
A top map pack ranking delivers leads 24/7 at no per-click cost. In competitive legal markets, that's worth thousands per month compared to paid alternatives.

GOOGLE MAPS GRID RANKINGS

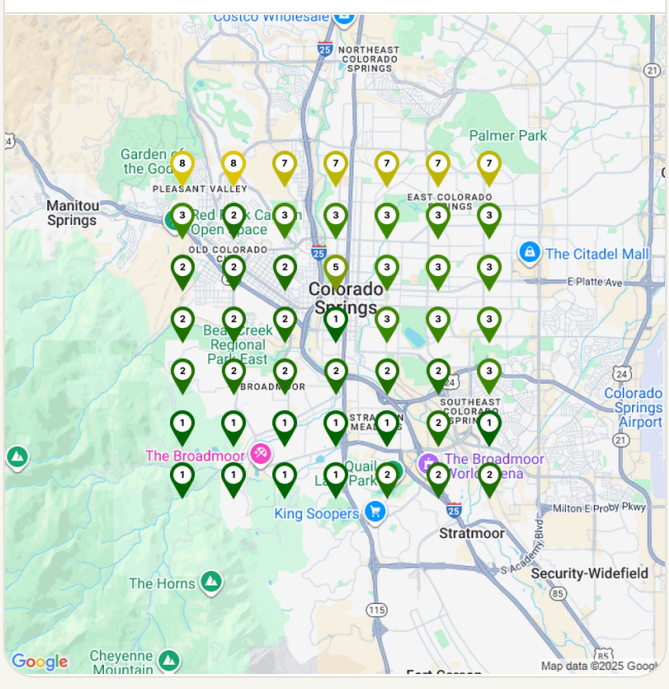
Before & after: the visual proof.

The grid below shows local search rankings across Colorado Springs for "criminal attorney" — sampled at dozens of points across the city. Red pins with X marks mean the firm wasn't in the top 20. Orange numbers show poor rankings (15–19). After the campaign, green pins cover every grid point, with most showing a top-3 ranking.

BEFORE — Mostly not ranking — outside top 20 citywide



AFTER — Top-3 rankings across every neighborhood



HOW IT HAPPENED

Three months to top-3 rankings.

A focused local SEO strategy — GBP optimization, citation building, and review velocity — moved the needle fast. Here's how the timeline played out.

1 — MONTH 1
Audit & Foundation
GBP profile fully optimized, citations cleaned up, review strategy launched

2 — MONTH 2
Rankings Appear
Top-10 positions start showing across central Colorado Springs neighborhoods

3 — MONTH 3
City-Wide Dominance
Top-3 map pack rankings confirmed across the entire city — calls begin climbing

→ — ONGOING
Sustained Growth
160+ calls/month maintained and growing — rankings continue to compound

THE RESULTS

Numbers that speak for themselves.

Every key metric moved dramatically — and kept moving. The firm now generates more leads organically than they ever could through paid advertising at any reasonable budget.

160+
Inbound calls per month
Up from roughly 30 calls/month — a 4× increase in phone inquiries driven entirely by organic map rankings.

7–8×
Website traffic growth
Organic sessions multiplied across every neighborhood, confirming city-wide authority and sustained search visibility.

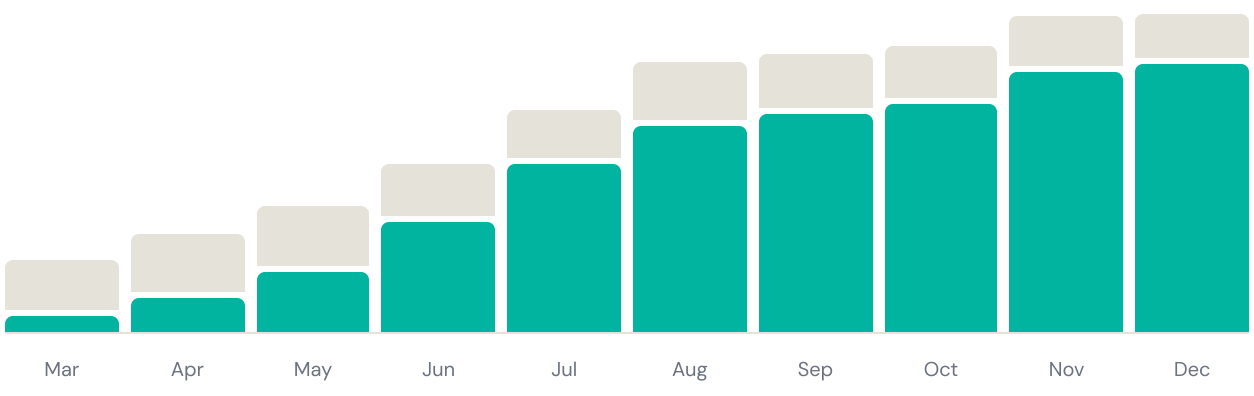
3 mo.
Time to dominant ranking
City-wide map pack dominance achieved in just 3 months — with rankings continuing to compound well beyond that.

$3,200
Monthly ad cost avoided
Google LSA ads for equivalent call volume in this market run $3,540–$5,310/mo. Organic rankings deliver more — for free.

WEBSITE TRAFFIC

Organic growth, month over month.

Website sessions tracked closely with map ranking improvements. As visibility expanded across Colorado Springs, so did traffic — growing from a flat baseline to a consistent upward curve.



THE BUSINESS CASE

Organic beats paid. Every time.

In competitive legal markets, paid leads are expensive — and the moment you stop paying, they disappear. Local SEO delivers sustained lead flow that compounds over time with no cost-per-click ceiling.

GOOGLE LSA ADS

$4,400

estimated monthly avg. for 30 leads

Google's own estimator quotes $3,540–$5,310/month for a criminal lawyer at zip code 80903 to generate 30 monthly leads. Stop paying — leads stop coming.

LOCAL SEO

160+ calls

per month — organically

This client now receives 160+ inbound calls monthly through organic rankings alone. No cost-per-lead. No budget ceiling. Rankings compound over time and keep delivering.

This client avoided $38,400+ in annual ad spend

Compared to what equivalent call volume would cost through Google LSA advertising in this market.

Ready to put your clients on the *map?*

Local SEO delivers real, measurable results for service businesses in competitive markets. This is just one example of what's possible.

→ Talk to us about your client

Case study results reflect a real client campaign. Individual results will vary based on market, competition, and execution.

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