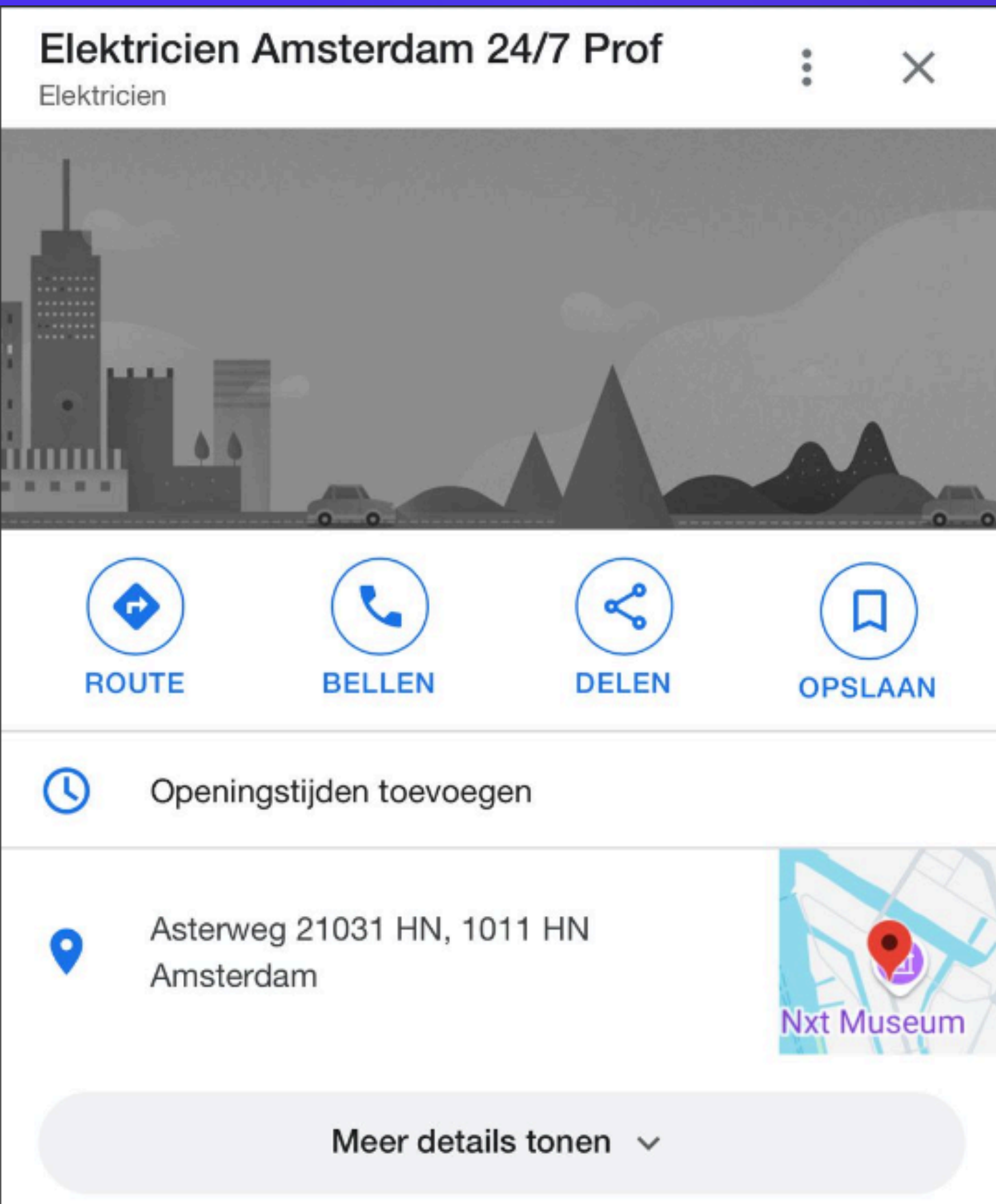


# GBP OPTIMIZATION FOR ELEKTRICIEN AMSTERDAM 24/7 PROF



**CASE STUDY – Google Business Profile**



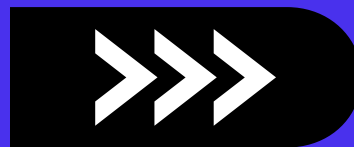
# THE CHALLENGE

## ELEKTRICIEN

## AMSTERDAM 24/7 PROF

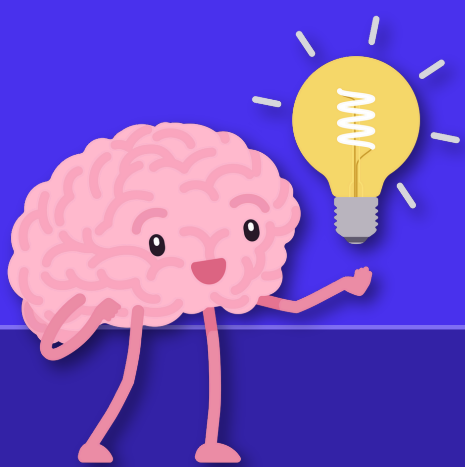
### FACED

Elektriciens Amsterdam 24/7 Prof came to us with a clear goal: to dominate the local market as the go-to emergency electrician in Amsterdam. Although their services were available around the clock, their Google Business Profile lacked the visibility to attract clients in need of immediate assistance.



Before partnering with SEOzeni, their profile suffered from:

- Low visibility in local search results, even for key terms like "24/7 electrician Amsterdam."
- A lack of professional photos and updates, making the profile appear inactive.
- Inconsistent business information, which confused potential customers.
- Minimal customer engagement, including only a handful of reviews.



# SOLUTION AND RESULTS



## THE SOLUTION

- **1. Profile Optimization:**
  - Verified and updated the client's GBP details (address, phone number, business hours, and website URL).
  - Added relevant keywords in the description (e.g., "24/7 emergency electrician in Amsterdam").
- **2. Content Enhancement:**
  - Uploaded high-quality, geo-tagged images of services, equipment, and team members.
  - Posted weekly updates on GBP to highlight emergency call-outs and new services.
- **3. Review Strategy:**
  - Encouraged customers to leave positive reviews post-service.
  - Responded to reviews promptly, improving engagement.
- **4. Local SEO Synergy:**
  - Built citations on trusted local directories.
  - Developed local backlinks targeting high-authority domains in Amsterdam.

## RESULTS

- **1. Visibility:**
  - Ranking improved to #2 for "24/7 electrician Amsterdam" within two months.
  - Featured in the Google 3-Pack for "emergency electrician Amsterdam."
- **2. Engagement:**
  - 250% increase in profile views.
  - 180% more calls in the first quarter post-optimization.
- **3. Revenue:**
  - The client reported a 3x increase in job bookings, particularly for emergency services.



ELEKTRICIEN AMSTERDAM  
24/7 PROF

# GOOGLE BUSINESS PROFILE PERFORMANCE REPORT

- Overview
- Calls
- Directions
- Website Clicks
- Local Rank Heatmap

Check the GBP Performance Report

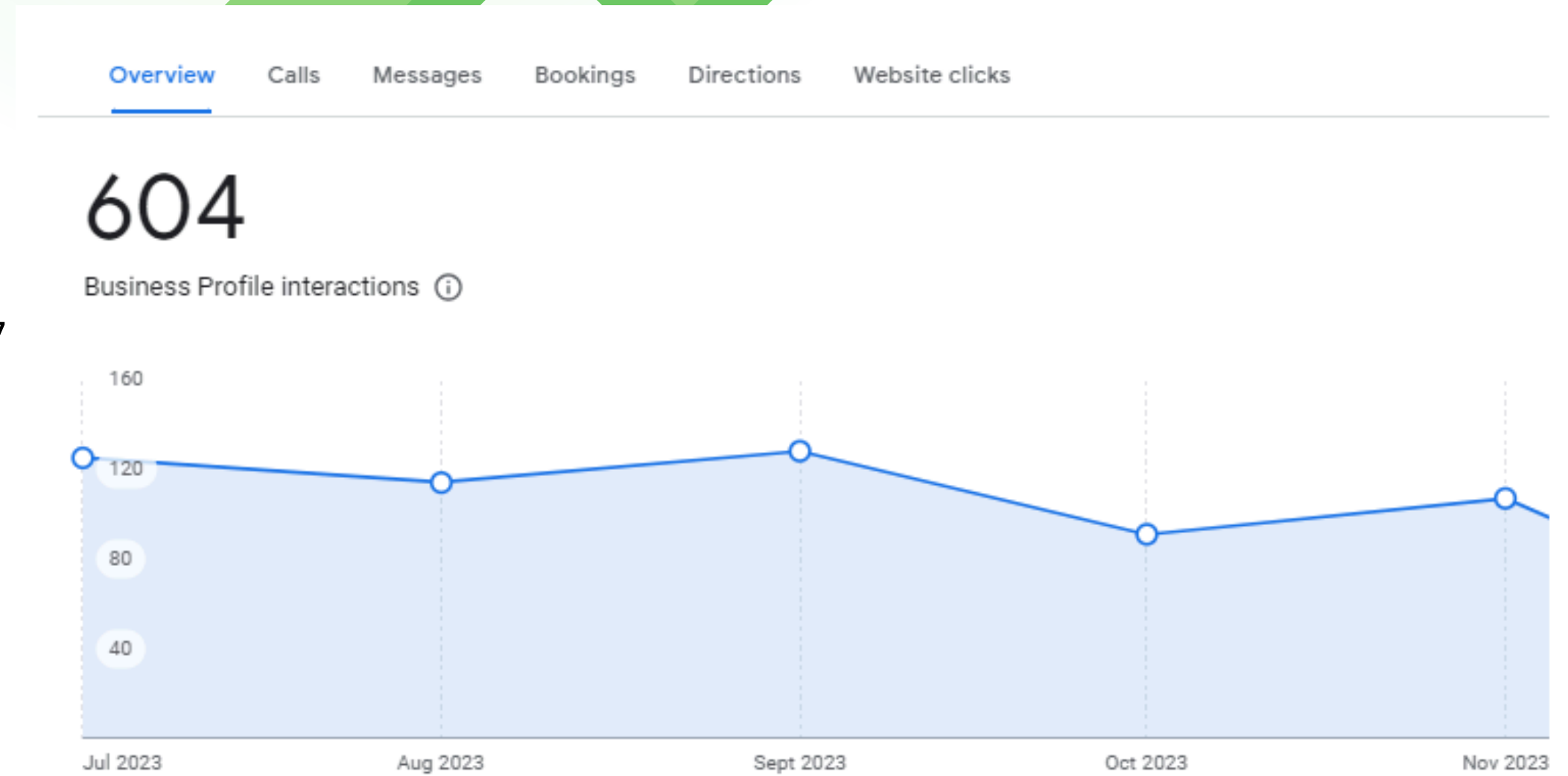


# GBP OVERVIEW INTERACTIONS

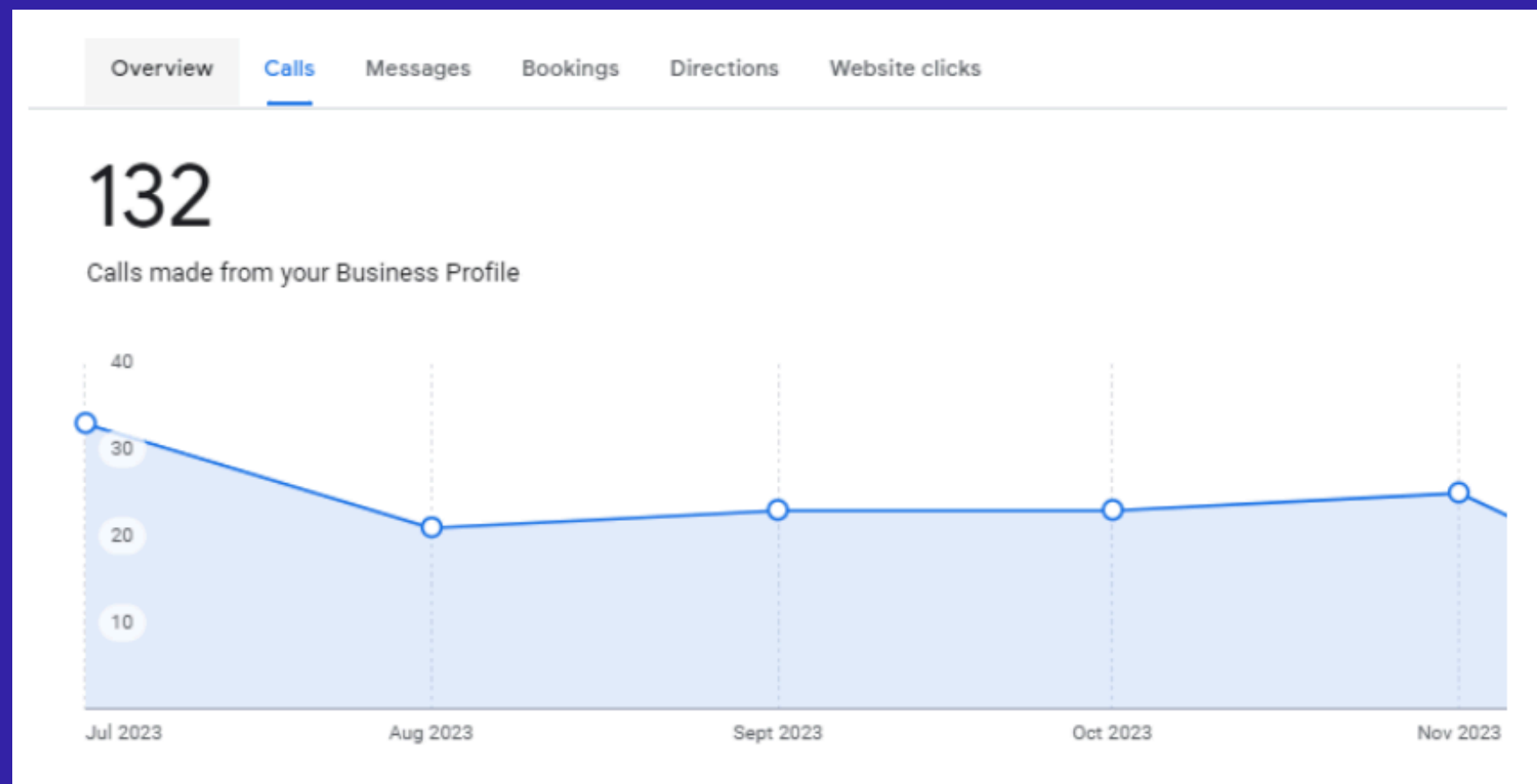


## GOOGLE BUSINESS PROFILE PERFORMANCE OVERVIEW

- ✦ Over 5 months, Elektricien Amsterdam 24/7 Prof achieved 604 customer interactions, demonstrating a steady growth in engagement, thanks to strategic GBP optimization.
- ✦ This includes inquiries, directions, and website visits."

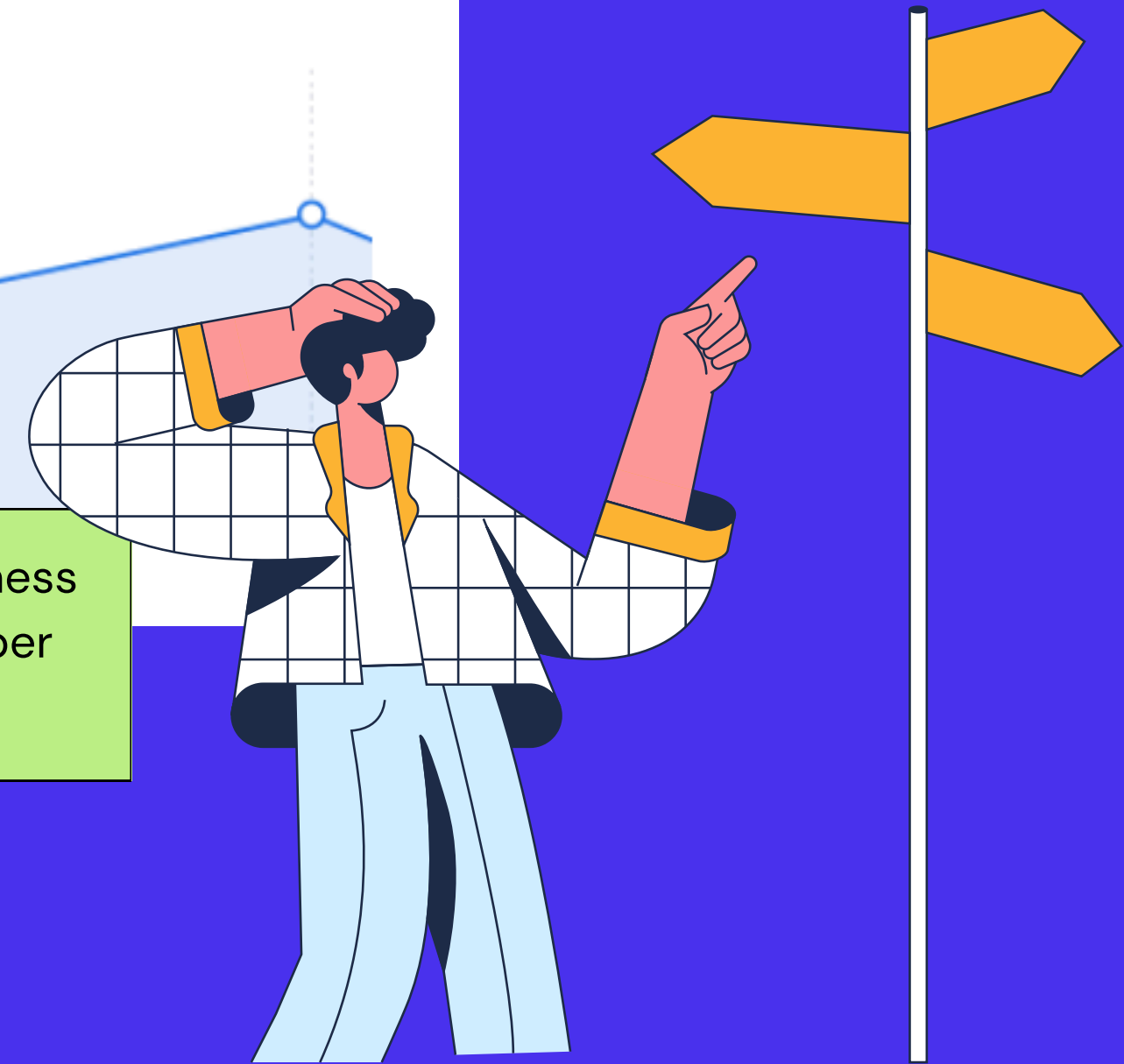
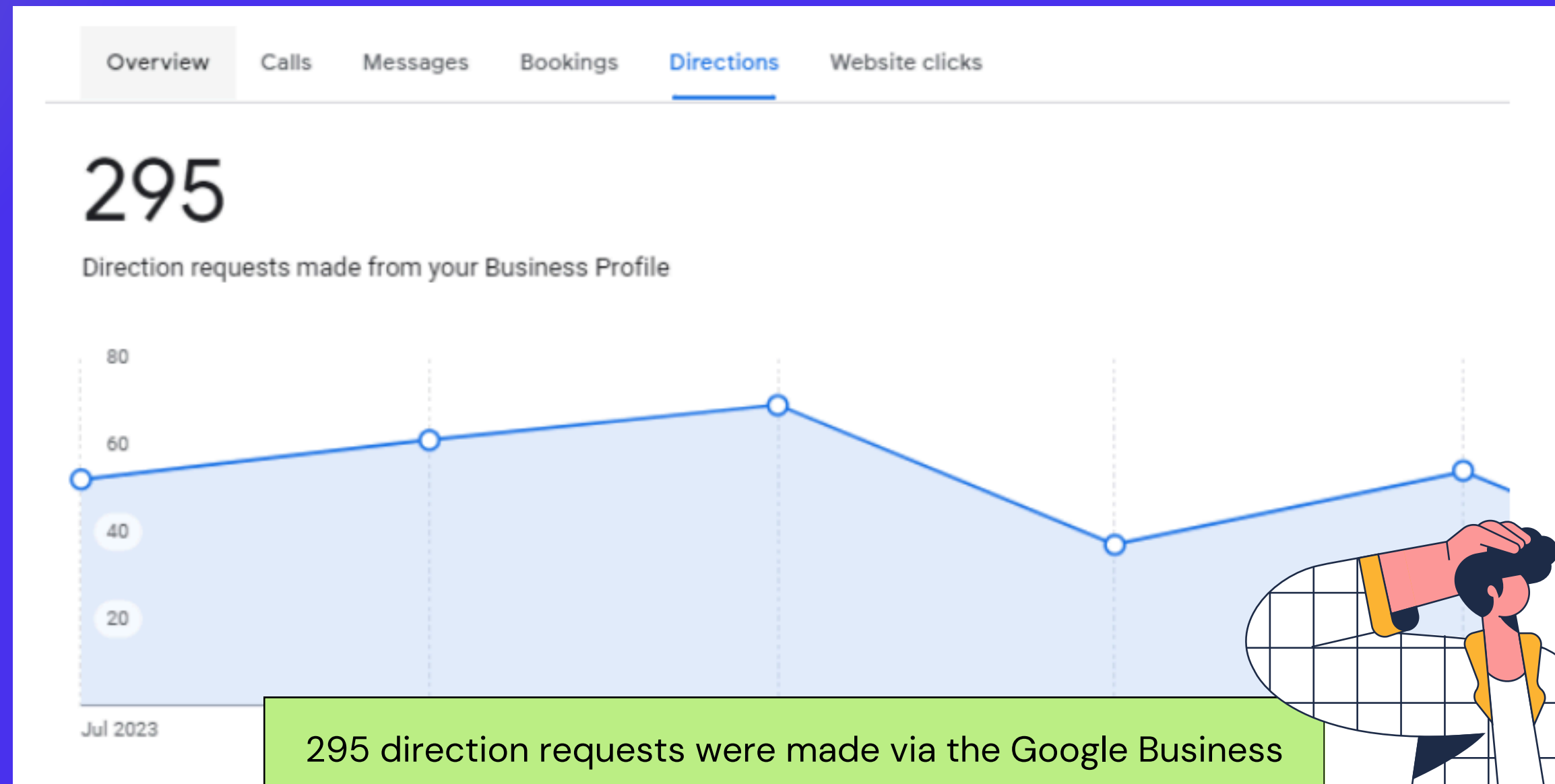


# SALES MADE FROM BUSINESS PROFILE



The profile facilitated 132 direct calls, highlighting its effectiveness in connecting customers with the business, especially during urgent electrical emergencies.

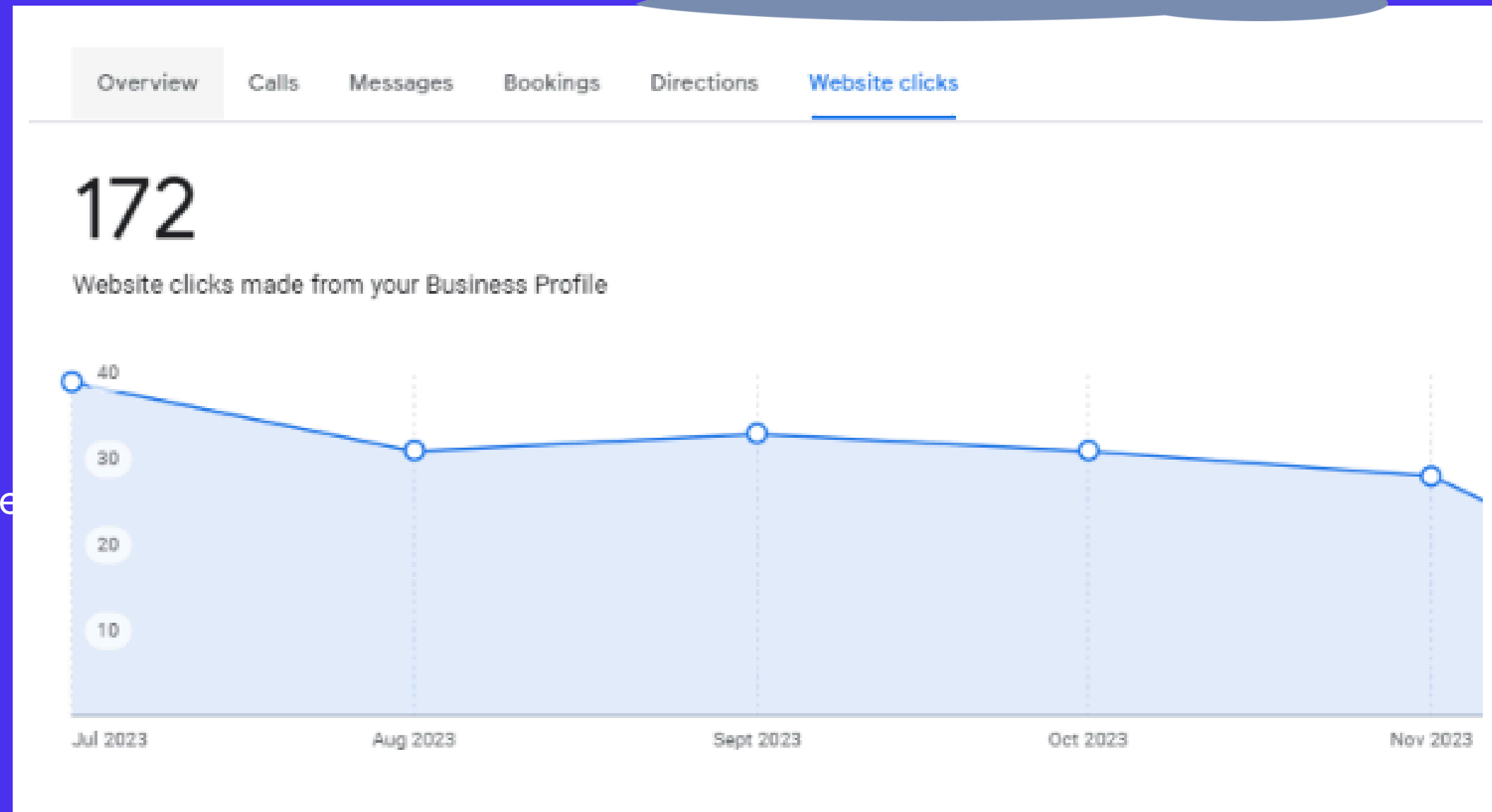
# DIRECTIONS



# GBP WEBSITE CLICKS



With 172 website clicks, the graph shows steady traffic originating from the profile. Although the overall pattern remained stable, a slight decline was observed in November. This emphasizes the importance of ongoing optimization to maintain user interest.

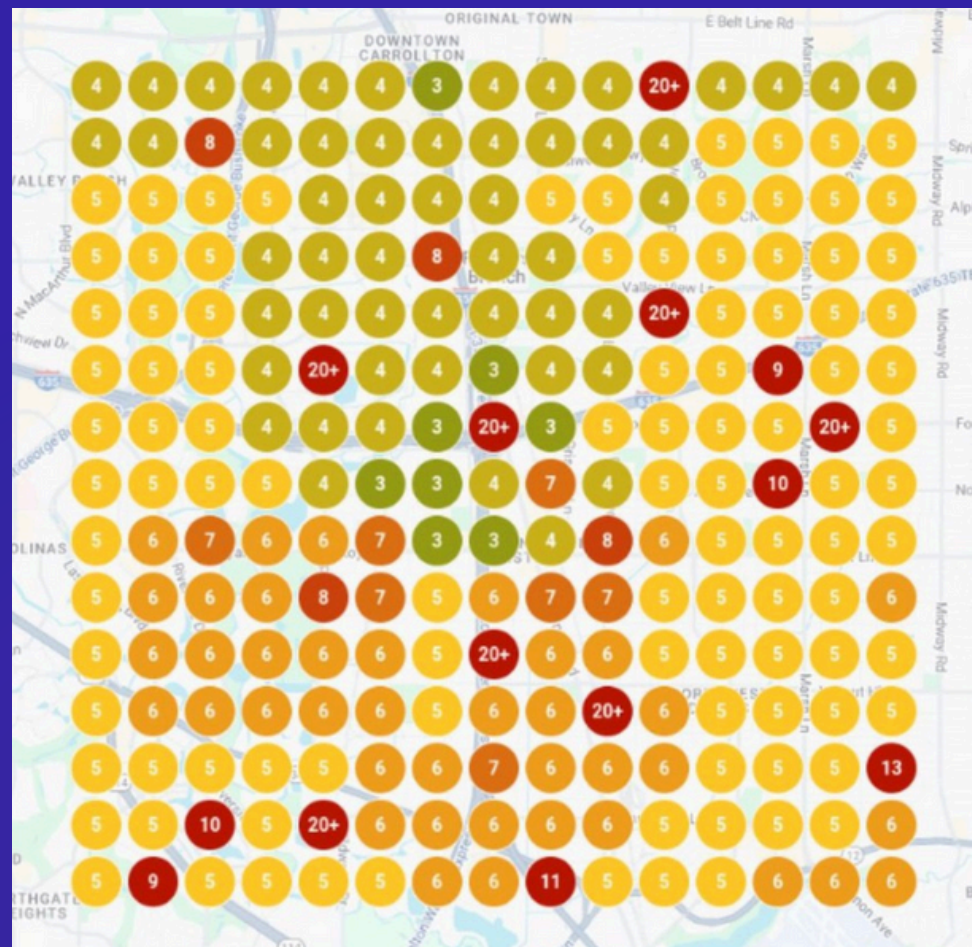




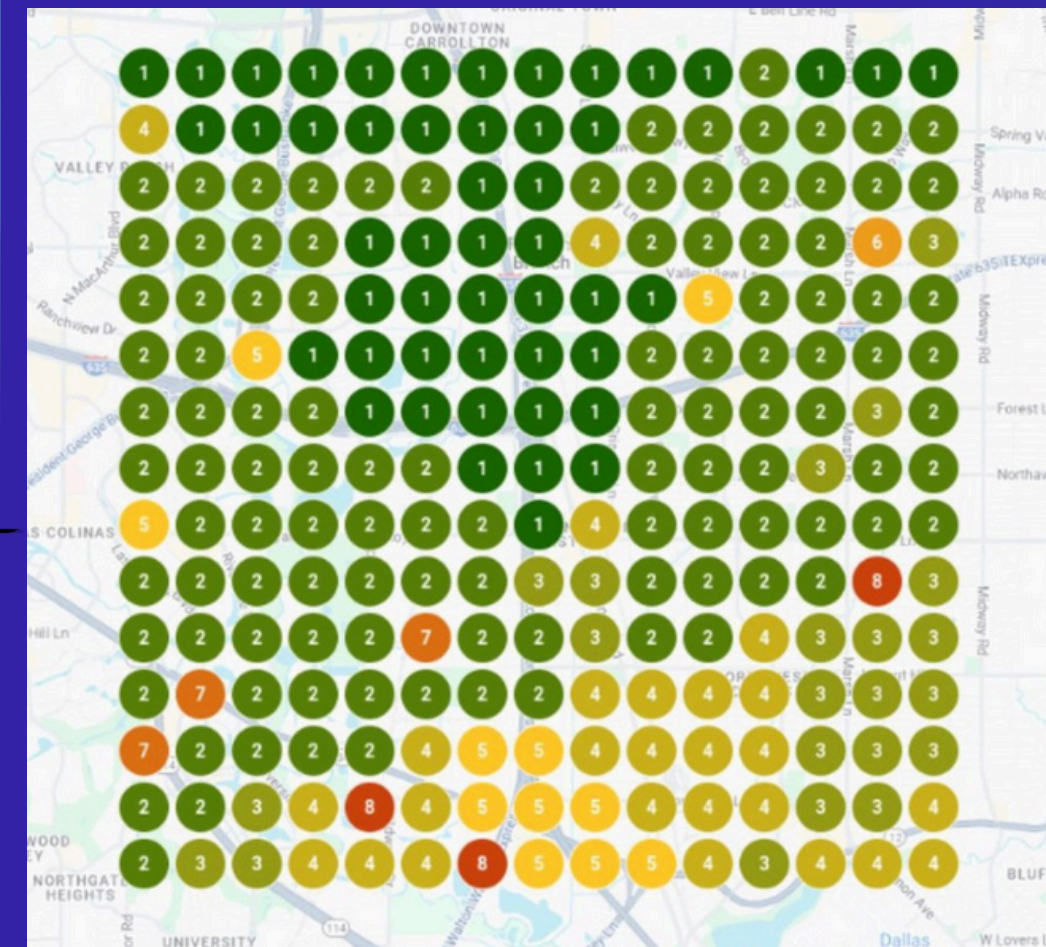
# LOCAL RANK HEATMAP

CITY POPULATION: 1.3 MILLION

## BEFORE OPTIMIZATION



## AFTER OPTIMIZATION





# TESTIMONIAL →

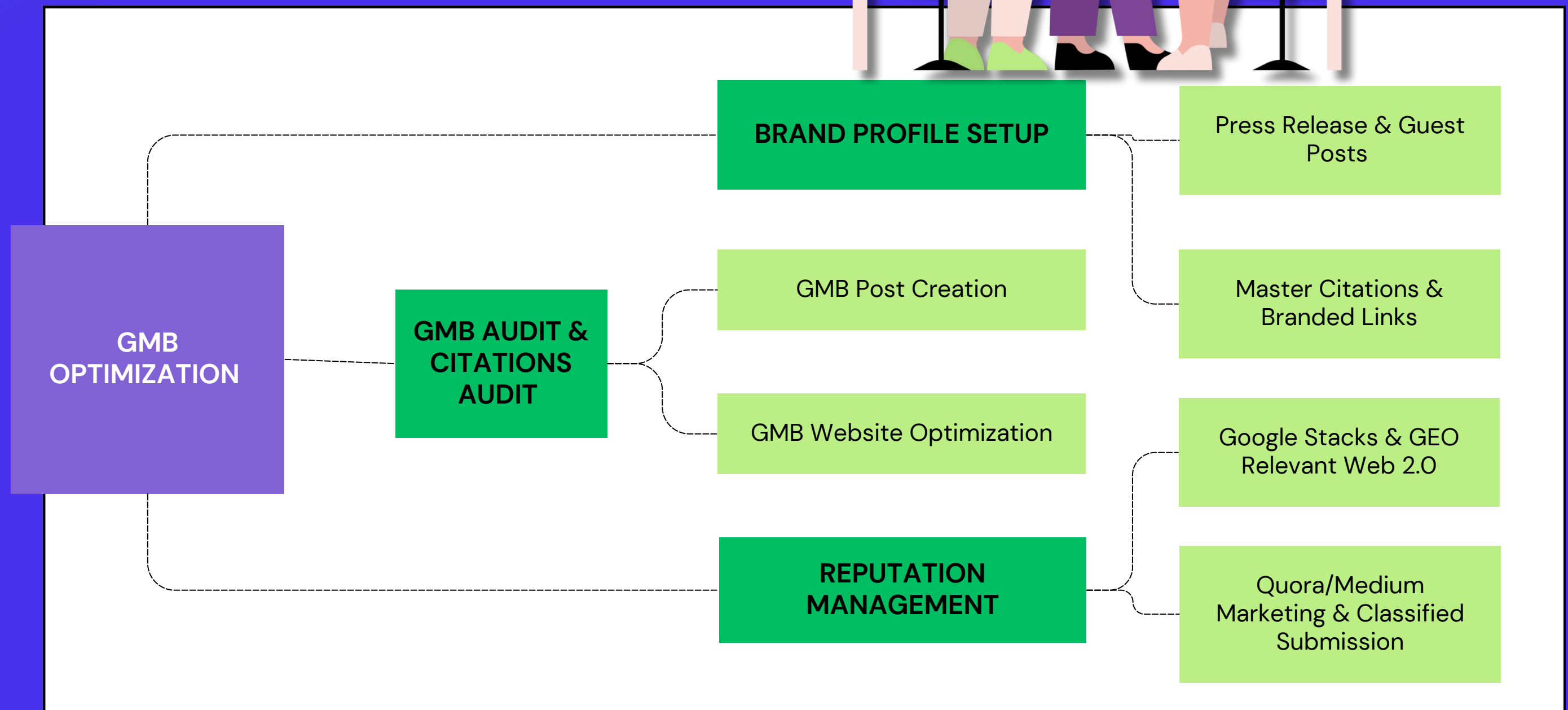
"SEOzeni's GMB optimization gave us the edge we needed. Now, customers find us easily, and our phones haven't stopped ringing!"

– Owner, Elektricien Amsterdam 24/7 Prof

# GOOGLE BUSINESS PROFILE- MONTHLY MANAGEMENT



This image summarizes the Google Business Profile Monthly Management process, focusing on GMB Optimization, Brand Profile Setup, and Reputation Management to boost local SEO, authority, and traffic.





# WANT TO GROW YOUR LOCAL BUSINESS? OPTIMIZE YOUR GOOGLE BUSINESS PROFILE WITH SEOZENI!

CONTACT



**EMAIL**

[help@seozeni.com](mailto:help@seozeni.com)



**SKYPE**

[https://join.skype.com/invite/  
qbCz2rHyKHVI](https://join.skype.com/invite/qbCz2rHyKHVI)



**TELEGRAM**

<https://t.me/seozeni>

