CASE STUDY

Four home service businesses. One question: can a customer find you on Google?

By Paul Parnell, Level Up Roofer Marketing · November 2026

Here is what our local SEO work looks like for four businesses: a roofer, a flooring company, a court builder and a home repair crew.

Each one shows what happens when someone works a business's Google presence every week.

A roofing company in Washington's Tri-Cities

Two years

We have run this roofer's website, SEO and Google Business Profile for two years. When we sorted every won job in his CRM by where the customer came from, Google stood out.

$329,186	6 to 7	$318,082	$48,704
won jobs from 65 customers who said they found him on Google	new Google customers a month, every month since September 2024	won jobs in the last 12 months from new customers who called the main line	won jobs from website form leads

> The same 6 to 7 new customers a month kept coming in, even when the ads hit bumps.

Won jobs from the company's CRM, April 2024 to 11/11/2026. "Google" is how the office tags anyone who says they found the company on Google, which covers search, Maps and some ad clicks. The main line is the number on the website and Business Profile.

A flooring company in North Carolina

21 months

We have run this company's website, SEO and Google Business Profile since February 2025. Neither channel has a monthly ad bill. Just pages that answer what people search, and a profile that earns a spot on the map.

$754,391	408	104	#1
booked jobs from the website and Business Profile	leads from those two channels	jobs won	in the map pack for "hardwood flooring raleigh"

CHANNEL	LEADS	WON	BOOKED
Website and organic search	214	62	$462,549
Google Business Profile	194	42	$291,842

Booked jobs from the company's CRM, 2/1/2025 to 11/3/2026.

A pickleball court builder near Atlanta

Since April 2026

In April we optimized his Google Business Profile and listed him on business directories. The first call from the listing came inside 30 days.

36
calls straight from the listing

139
website clicks from the listing

2,423
people viewed his profile, June to November

$149,000
nine closed jobs from his website and online estimator

Nine extra jobs he normally would have missed

From April to November 2026 he closed nine jobs worth $149,000 from people who found him online. All came through his website or online estimator. None came from his old customer list. Google search leads alone led to 3 quotes worth $47,500 and 2 closed jobs worth $35,000.

Profile numbers from Google Business Profile, read 11/20/2026: calls and website clicks April 1 to November 20, 2026; profile views June 1 to November 20, 2026. Quotes and closed jobs: the builder's own CRM, pulled 11/20/2026.

A home repair company in Atlanta

Profile first

This business is one location of a national franchise. Its only website was its page on the franchise's national site, shared with every location in the country. We went to work on its Google Business Profile, and leads picked up, including the ones coming through that national page.

735
inbound calls from April 1 to November 19

395
of those were first-time callers

15 of 16
leads in one month came by phone, almost all off the profile

In September we gave the location a site of its own. With no ads running from late October, the calls kept coming.

64
inbound calls in 24 days with zero ad spend

39
of those were first-time callers

1,060
Google search impressions in the new site's first ten weeks

2 of 2
website form fills booked an appointment

Found through ChatGPT

One of those two bookings came from a homeowner who found the business through ChatGPT. No ad was running.

Calls from the business's call report, 4/1 to 11/19/2026; the zero-spend window is 10/27 to 11/19. Impressions from Google Search Console, read 11/19/2026.

What the four have in common

None of this is a trick. Clean business info, a page for every service and town, a profile that earns reviews, and a site Google can read without errors. Worked every week, it adds up.

Numbers are as of the dates shown, from each business's own records. Businesses are not named to protect their privacy. Results are not typical or guaranteed.

Where does your business stand?

Find out how your business shows up on Google today. Every plan starts by writing down your starting line.

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