

✉ catherine@creektocoastmarketing.com

☎ 912-933-4796

🌐 creektocoastmarketing.com



Client Success

Client Success Case Study:

How Creek to Coast Marketing Increased Visibility, Calls, and Local Trust

Agency: Creek to Coast Marketing

Industry: Septic & Waste Services

Timeline: October 2025 – January 2026

Overview

This client embarked on a transformative journey with Creek to Coast Marketing to enhance their local search visibility, increase inbound leads, and establish a robust reputation system for sustainable growth. Over just four months, we transformed their digital presence into a reliable source of calls and booked jobs.

The Challenge

The client faced several hurdles common to local service providers:

- **Limited Visibility:** Struggled to appear prominently in Google Search and Google Maps.
- **Inconsistent Lead Flow:** Relied heavily on referrals, lacking a steady stream of new leads.
- **Low Review Volume:** Few reviews and weak trust signals hindered credibility.
- **Lack of Performance Tracking:** No clear metrics to track calls, form fills, and key actions.

Goal: Increase high-intent local traffic and convert it into tangible jobs.

Our Strategy

To tackle these challenges, we implemented a local-first growth system aimed at dominating Google Search and Maps while converting demand into inbound calls.

Services Implemented

- **Google Business Profile Optimization:** Enhanced categories, services, photos, and set up conversions.
- **Weekly Google Posts:** Boosted engagement and local relevance.
- **Local SEO:** Targeted septic services and service-area search intent.
- **Listing Syndication:** Ensured consistent NAP across major directories.
- **Reputation Management:** Accelerated review velocity and improved the star rating.
- **Website Conversion Optimization:** Focused on calls, forms, and lead capture.
- **KPI Tracking & Reporting:** Provided monthly performance visibility.

Results

From October 2025 to January 2026, we achieved remarkable results:

- **Google Search Impressions:** +273%
- **Google Maps Views:** +270%
- **Website Sessions:** +232%
- **Inbound Phone Calls from Digital:** +236%
- **Direction Requests:** +221%
- **Form Submissions:** +250%
- **Google Reviews:** +236%
- **Average Star Rating:** Improved to 4.7★

SEO Wins

By January 2026, the client secured page-one visibility for high-intent searches, including:

- “Septic pumping near me”
- “Emergency septic service”
- “Septic tank cleaning [service area]”
- “Septic inspection company”

This enhancement not only increased traffic volume but also improved lead quality, generating more calls from customers actively seeking services.

Revenue Influence

Septic services often involve significant ticket values. By January, the client’s digital channels were conservatively influencing:

- **20–30 booked jobs per month**
- **\$6,000–\$18,000+ in monthly revenue impact**

Crucially, these outcomes were driven by owned digital assets (Search, Maps, reputation, listings, website) rather than heavy ad spend.

Why It Worked

The campaign's success stemmed from focusing on critical elements for local service businesses:

- **Local Search Dominance:** Enhanced presence on Maps and Search.
- **Strong Trust Signals:** Built through reviews and responses.
- **Consistent Data Across the Web:** Ensured through comprehensive listings.
- **Conversion-First Web Experience:** Optimized for lead capture.
- **KPI Clarity and Ongoing Optimization:** Maintained through regular tracking.

Ready for Similar Results?

Creek to Coast Marketing crafts digital systems that convert search visibility into booked jobs for local service businesses.

Interested in a growth plan for your business? Let's talk.

This case study illustrates the strategic partnership between Creek to Coast Marketing and Dirty Money Septic Service, highlighting the impactful results achieved through targeted digital marketing efforts.