



## 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.**

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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.