



Local Pool Service SEO Case Study

How One DFW Company Increased Website Traffic 192% in 6 Months

The SEO Problem Facing This Pool Service Company

A pool service company in Dallas-Fort Worth had a backwards problem.

People calling them lived 30 miles away. Neighbors two streets over had never heard of them.

Their website existed. Google just showed it to the wrong people.

Our Local SEO Strategy for Pool Services

Months 1-2: Local SEO Foundation

We created dedicated Local City Pages for each area they serve. Keller got one. Southlake got one. Colleyville and Plano got their own.

Then we wrote a service page for each city. Not fluff. Real details about what they do in that specific area.

We rebuilt the website navigation so people could find pricing and service info in two clicks instead of five.

We also fixed broken links and slow page speeds that were killing their Google ranking.

We updated 40+ directory listings (Yelp, Angi, HomeAdvisor) with consistent business info and service areas.

Months 3-4: Content Marketing for Pool Companies

We added pages for each neighborhood. Each one mentioned local landmarks people actually recognize.

We wrote FAQ sections answering the pool questions people in each area ask most.

Then we updated old pages to mention nearby cities by name.

Months 5-6: Data-Driven SEO Optimization

We tracked which areas generated the most calls. Then we wrote more content for those locations.

We cut content that wasn't working. We added more where the phone kept ringing.

Pool Service SEO Results After 6 Months

- **Website traffic: up 192%**
- **Google search clicks: up 229%**
- **Service area quality: Most calls now come from within 10 miles**

Why Local SEO Works for Home Service Businesses

People don't search for "pool service DFW." They type "pool service Keller TX."

We gave Google a page for every way a neighbor might search. Google started showing those pages to neighbors instead of strangers across the metro.

SEO Services Timeline and Investment

Six months. Monthly retainer. Work included content writing, managing Google Business listings, directory citations, and monthly check-in calls.

The side benefit nobody expected: Less drive time. Better customers who don't cancel after one season.

Ready to Grow Your Home Services Business?

mArchitect Group

Digital Marketing & SEO for Dallas-Fort Worth Home Service Businesses

Contact:

Teresa Kulupka

mArchitect Group

www.marchitectgroup.com

teresa.kulupka@marchitectgroup.com

Services:

- Fractional CMO Services
- Local SEO Strategy
- Website Development & Optimization
- Google Business Profile Management
- Content Marketing

Let's talk about bringing more local customers to your business.