

LOCAL SEO CASE STUDY

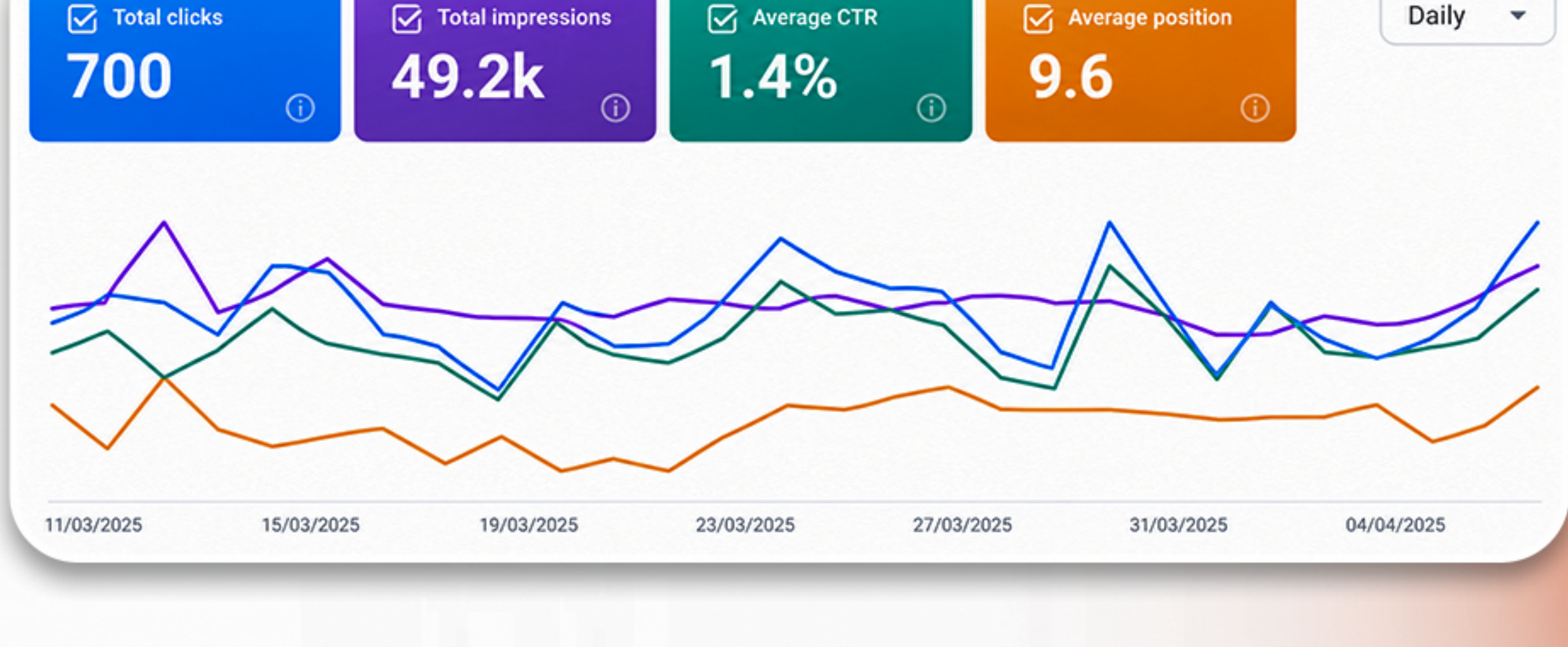
Birmingham Hybrid Batteries

How Birmingham Hybrid Batteries Turned Local Search Into a Lead Engine

Quick Results

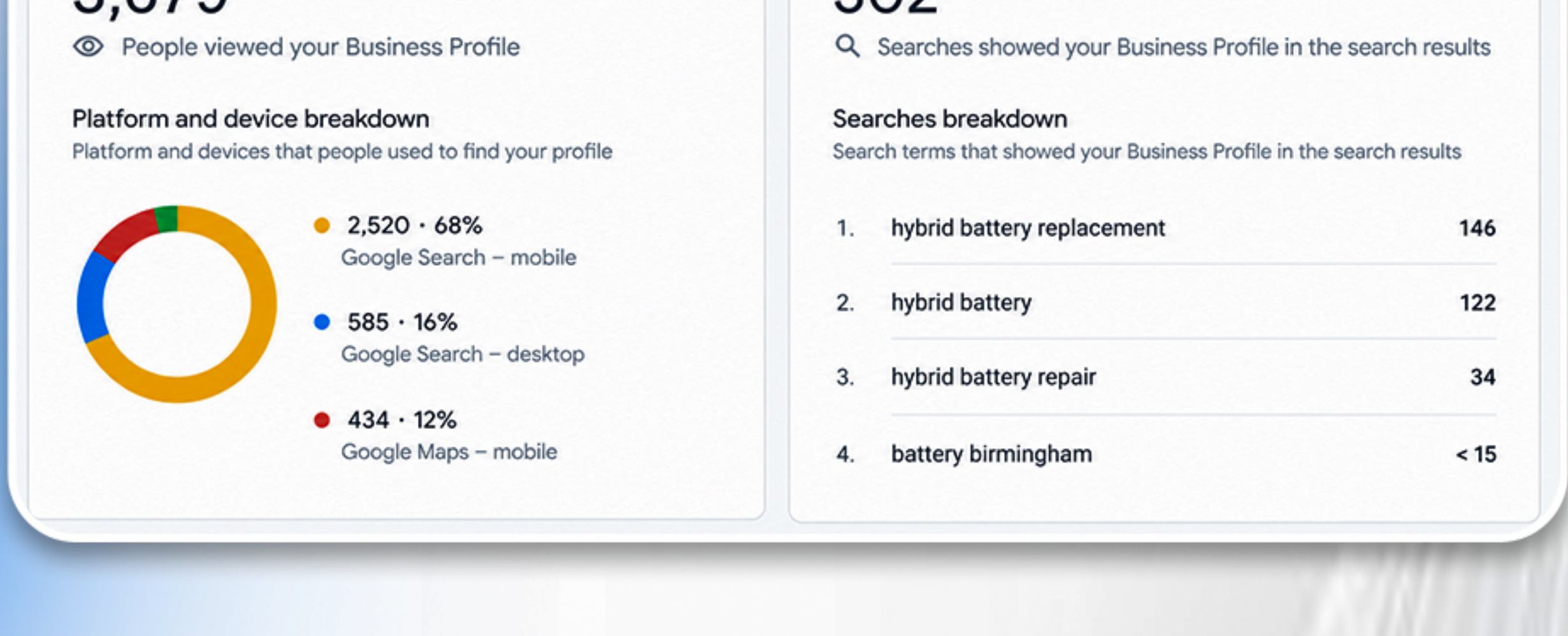
- Business:** Birmingham Hybrid Batteries hybrid battery repair & replacement, Birmingham, UK
- Challenge:** Limited visibility on Google Search and Maps, with local competitors dominating key terms
- Strategy:** Google Business Profile optimization, on page SEO, and local citation/authority building

- Results over 5 months:**
- 700 organic clicks, 49.2K impressions, average position 9.6
 - 668 Business Profile interactions, 3,679 profile views, 302 search appearances
 - Ranking for high intent terms including "Hybrid Battery Replacement Birmingham" and "hybrid battery repair service Birmingham"



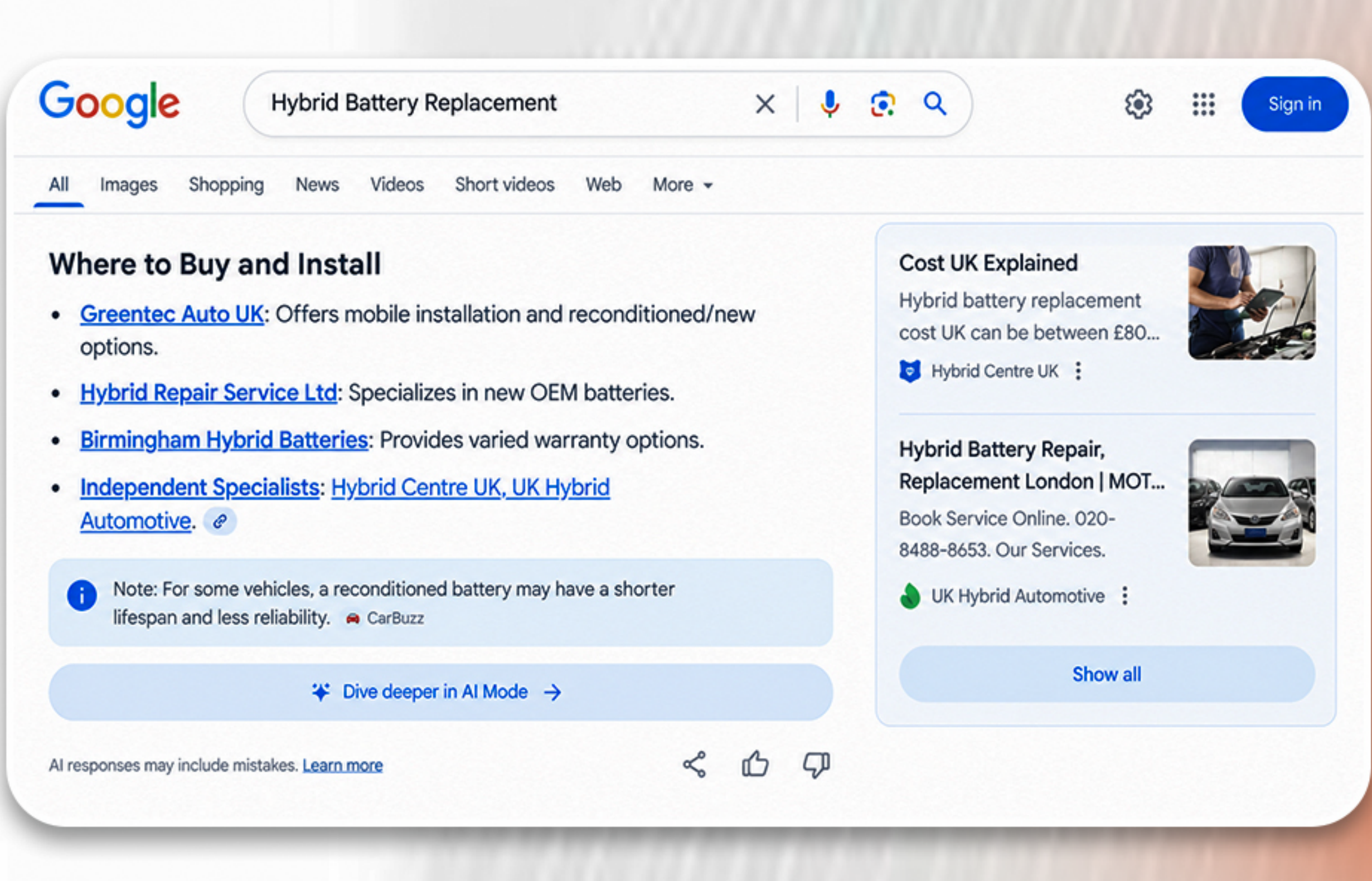
The Challenge

Birmingham Hybrid Batteries offered a specialized service in a niche with real local demand, but wasn't capturing it. Their Google Business Profile wasn't fully optimized, local competitors were outranking them for the terms that actually convert, and the website's service pages weren't structured to target the location-specific searches customers were running.



The Strategy

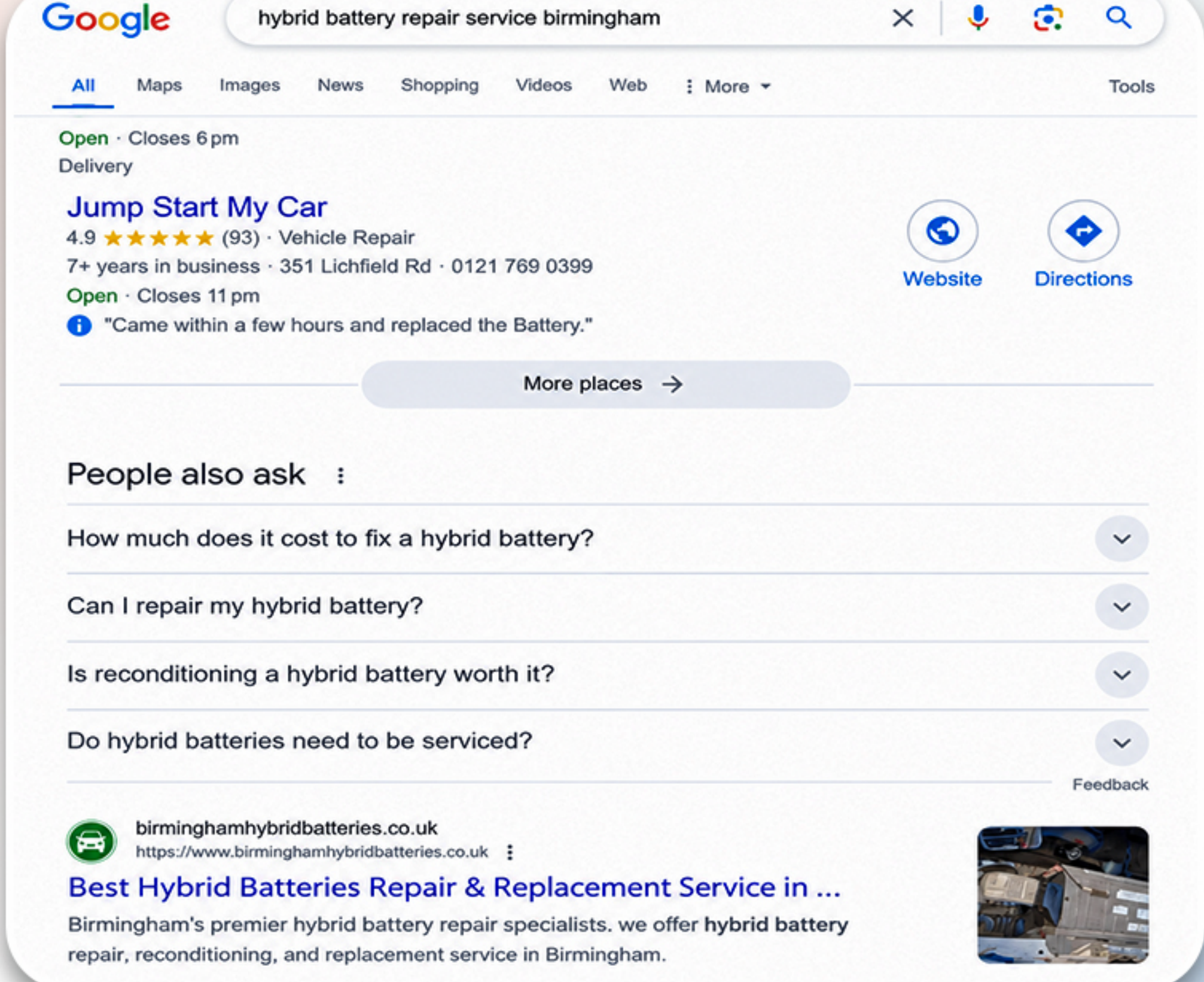
- Google Business Profile optimization.** Categories, services, and the business description were sharpened, paired with weekly posts and geo targeted updates to keep the profile active. This is where the strongest gains showed up 3,679 profile views and 668 interactions, with mobile Google Search driving the majority of that at 68%.
- On-page SEO.** Title tags, meta descriptions, and service pages were optimized around local keywords, with internal linking and technical fixes supporting the overall structure.
- Local citations and authority building.** Citation building and niche relevant backlinks strengthened trust signals, reinforcing the profile and on page work rather than standing alone.



Results

Metric	Value
Organic clicks	700
Impressions	49.2K
Average CTR	1.4%
Average position	9.6
Business Profile views	3,679
Profile interactions	668
Search appearances	302

The search term breakdown behind those profile numbers shows real commercial intent, not just brand searches "hybrid battery replacement" 146 and "hybrid battery" 122 led, with "hybrid battery repair" and location specific terms like "battery birmingham" following The business also secured visibility for "Hybrid Battery Replacement" and "hybrid battery repair service birmingham" directly in Google's results.



What Made It Work

The Business Profile carried the bulk of the visible growth, but it wasn't working in isolation the on page keyword targeting made the website itself relevant to the same searches, and the citation work built the trust signals needed to compete against established local players. Together, that combination is what pushed the business into page one visibility for its core service terms.

Takeaway

A tightly targeted local SEO campaign GBP optimization, on page alignment, and steady authority building turned an under visible niche business into one showing up consistently for the exact searches its customers run. Five months in, the profile is functioning as a genuine lead source rather than a passive listing.