

PREPARED BY AVENITY BUSINESS SOLUTIONS

Blacksmith Roofing & Construction

Local search visibility & Google Maps growth report

45

Days
engagement to results

#1

Rankings in
Broken Arrow, OK

4,900%

Increase in
Maps visibility

800%

Increase in
calls from GBP

Reporting period: Campaign launch — 45-day results

Confidential — For Blacksmith Roofing management

FROM AVENITY BUSINESS SOLUTIONS

A message to Blacksmith management

We want to show you exactly where Blacksmith Roofing & Construction stands in local search right now — and what a focused 45-day campaign was able to accomplish in one of the most competitive roofing markets in Oklahoma.

When we started, your website was performing well organically, but your Google Business Profile was buried between positions 10 and 15. In local search, that's effectively invisible. The majority of calls, clicks, and leads go to the top 3 results — the local pack. You weren't in it.

With 183 competing roofing companies in Broken Arrow targeting the same keywords, earning a top position required a deliberate, aggressive strategy. What follows is a clear picture of where things stand today.

"183 competitors. 45 days. #1 in Broken Arrow for roofing. Here's the proof."

CONTEXT

Why local rankings matter more than ever

When someone searches for a roofing contractor today, Google surfaces a local pack — a map-based block of three businesses — before any organic results. Position one captures approximately **28.5% of all clicks**. The top three combined capture over **55%**.

If your business isn't in the top 3, the majority of potential customers never see you — regardless of how strong your reputation is in the community. The Google Business Profile requires its own dedicated strategy, separate from website SEO. That's exactly what we built for Blacksmith.

RESULTS AT A GLANCE

45-day performance highlights

4,900%

Increase in Google Maps listing visibility

233%

Increase in organic listings visibility


800%

These numbers reflect verified data from the Google Business Profile dashboard — not projections. Blacksmith now holds **#1 rankings in Broken Arrow, OK** for its most important revenue-driving keywords.

RANKING RESULTS

Where Blacksmith ranks today

RESULT #1 — PRIMARY SERVICE TERM

 Roofing contractor Broken Arrow OK

 #1 local pack — Broken Arrow, OK

The top position for the primary commercial keyword — the query most likely typed by a homeowner or property manager ready to hire. Above 183 competitors.

RESULT #2 — REPAIR QUERY

 Roof repair Broken Arrow OK

 #1 local pack — roof repair

High-intent repair queries represent the most urgent buyer. Ranking first here means Blacksmith is the first call when a homeowner has an active roofing problem.

RESULT #3 — INSTALLATION QUERY





 Roof installation Broken Arrow OK

 #1 local pack — roof installation

Installation queries attract larger-ticket projects. A top ranking here positions Blacksmith as the dominant provider for full replacement work in the market.

SUMMARY

Results summary

| Search query | Result | Local pack |
|---|-------------------------|---|
| <i>Roofing contractor Broken Arrow OK</i> | #1 organic + local pack |  #1 |
| <i>Roof repair Broken Arrow OK</i> | #1 local pack |  #1 |
| <i>Roof installation Broken Arrow OK</i> | #1 local pack |  #1 |
| <i>Roofing company Broken Arrow</i> | Top 3 local pack |  Top 3 |

METHODOLOGY

How we got here — the AI Visibility Authority Engine

These results are the product of a deliberate, structured approach built on three overlapping pillars — the same framework Avenity applies to every engagement.

CLARITY

We defined Blacksmith's service areas, key offerings, and differentiators precisely — giving Google exactly what it needs to match the business to high-intent local searches.

AUTHORITY

Comprehensive off-page SEO: backlink acquisition, local citation cleanup, Google stack implementation, map citations, and strategic link building to establish domain trust.

STRUCTURE

We resolved critical GBP issues — including a hidden address configuration — and rebuilt the profile's signals to perform as a primary lead-generation asset.

The GBP optimization removed friction suppressing rankings. The off-page campaign built the authority signals that pushed Blacksmith past 183 competitors into the top position.

LOOKING AHEAD

What's next

- ▶ **Ranking consolidation** — Protect and strengthen #1 positions and push visibility into adjacent Tulsa-area markets.
- ▶ **Review velocity** — Build review volume and recency signals on the GBP to compound the authority gains already in place.
- ▶ **Service expansion** — Add structured content for storm damage, commercial roofing, and gutters to capture adjacent high-intent searches.
- ▶ **AI Overview targeting** — As Google's AI Overviews expand across local categories, position Blacksmith to be named directly inside AI-generated answers for roofing queries.

These results are a foundation, not a ceiling. The authority built in 45 days compounds over time — it doesn't fade. Blacksmith Roofing is now positioned to be the dominant roofing brand in Broken Arrow for the long term.

We're proud of what we've built together and excited about what comes next.

Thank you for trusting Avenity Business Solutions with your growth.