



Case Study: Big Sky Tint

6 Months to Dominating Local Search & Driving More Calls

Max Impact Marketing

Digital Marketing • Online Visibility Growth • Lead Generation

Client Snapshot

- Client: Big Sky Tint (Bozeman, MT)
- Industry: Automotive services — Window Tint, Paint Protection Film (PPF), Ceramic Coating
- Engagement: First 6 months
- Services: Local SEO, Google Business Profile (GBP) optimization, content & citations, authority building (links), keyword expansion, conversion tracking

The Challenge

When we began, Big Sky Tint's online visibility and lead flow didn't reflect their quality of work. They ranked for just 5 organic keywords and appeared in the local map pack for only 1 keyword—leaving high-intent searches (and jobs) on the table.

Goals

- Increase inbound calls and website actions from Google.
- Expand map-pack coverage for money terms (Window Tint, PPF/Clear Bra, Ceramic Coating).
- Build domain authority and grow organic keyword footprint.



What We Did

- GBP overhaul: corrected categories, completed services & about, and structured the profile to convert.
- Content engine: consistent GBP posts with branded visuals and fresh photos to increase engagement.
- Reputation & trust: structured review growth and showcased social proof in posts.
- Local signals & authority: built citations, earned backlinks, and grew referring domains to signal Bozeman relevance.
- Keyword expansion: targeted high-value terms across tint, PPF/Clear Bra, ceramic coating, and windshield protection.
- Tracking & iteration: monitored map-pack, organic rankings, and calls to double-down on what converted.

Google Business Profile (Demand Capture)

Metric	Change
Interactions	+65.46%
Profile Views	+67.62%
Searches	+537.50%
Calls	+11,200.00%*
Directions	+5.71%
Website Clicks	+56.16%



Website & Authority (Demand Creation + Consistency)

Metric	Change
Site DR	+1,200,000.00%*
Keywords (count)	+275.00%
Backlinks	+3,780.00%
Referring Domains	+3,125.00%
Citations	+2,666.67%
Traffic	+11,000,000.00%*

Coverage Gains

- Organic keywords: 5 → 38
- Map-pack keywords: 1 → 12

*Percentages on near-zero baselines (e.g., calls, traffic, DR) create very large growth rates. The key takeaway is the shift from almost no visibility to consistent, high-intent discovery and actions.

Why It Worked

- Full-funnel local strategy: capture ready-to-buy traffic via GBP + map-pack while building durable organic visibility.
- Service-level depth: content aligned to how buyers actually search for Window Tint, PPF/Clear Bra, Ceramic Coating, and Windshield Protection.
- Consistency: weekly actions (posts, images, reviews, citations, links) compounded into durable visibility.



Business Impact

Big Sky Tint now shows up—and gets chosen—at the moment of intent. More map-pack placements, more calls, and a broader organic footprint mean steadier job flow and less dependence on ads.

Takeaways for Local Service Brands

- The map-pack is the new homepage—optimize GBP first, then reinforce with content and authority.
- Consistency beats bursts: cadence compounds.
- Own the exact service keywords people type when they're ready to book.

About Max Impact Marketing

We help local service businesses rank higher, get found, and convert—combining Local SEO, GBP optimization, content, and authority building into a single, measurable growth system.

Ready to turn searches into jobs? Let's audit your visibility and build a plan for compounding growth.