



Case Study: Graceful Transitions

3 Months to Reclaimed Visibility & New Users

Max Impact Marketing

Digital Marketing • Online Visibility Growth • Lead Generation

Client Snapshot

- Client: Graceful Transitions
- Industry: Professional senior living placement services
- Engagement: First 3 months
- Services: Local SEO, GBP recovery & optimization, content expansion, citations, authority building (links), keyword strategy, analytics

The Challenge

Graceful Transitions had an unexpected setback: their Google Business Profile (GBP) was blocked due to service-area issues. Website traffic was effectively at zero and search coverage was minimal—ranking for just 3 organic keywords (only 1 relevant, their brand) and only 1 keyword in Google Maps.

Goals

- Restore and stabilize GBP visibility to capture local demand.
- Add essential SEO pages and improve on-page signals for target services & locations.
- Grow domain authority, keyword coverage, and measurable traffic from organic and owned channels.



What We Did

- GBP reinstatement: resolved service-area violation, restored eligibility, and rebuilt categories/services.
- Website expansion: added necessary service/location pages, created relevant and effective content, and tuned on-page SEO for intent.
- Local signals & authority: citations, backlinks, and referring domains to validate relevance.
- Analytics & iteration: GA4 + GSC set-up, channel tracking, and weekly improvements.

Website & Authority Growth (First 3 Months)

Metric	Change
Site DR	+250.00%
Keywords (count)	+700.00%
Backlinks	+292.86%
Referring Domains	+338.89%
Traffic	+533.33%



Users by Channel (3 Months)

Channel	Users
Active Users	470
Direct	277
Organic Social	72
Organic Search	51
Unassigned	20
Referral	9

Coverage Gains

- Organic keywords: 3 → 25 (including two #1 organic rankings)
- Map-pack keywords: 1 → 6

Local Presence & GBP Recovery

We resolved the GBP block, corrected the service area, rebuilt the profile with complete services, and commenced regular posting with high-intent content. This restored local discovery and supported rapid growth in map-pack coverage.

*Percentages from near-zero baselines (e.g., initial traffic) can appear very large. The key takeaway is the shift from no baseline to consistent, attributable discovery and new users.



Why It Worked

- Full-funnel local approach: GBP + on-site content + authority to capture and create demand.
- Timely remediation: swiftly fixing GBP issues restored eligibility and momentum.
- Consistency: weekly execution across posts, pages, citations, and links compounded growth.

Business Impact

Graceful Transitions went from invisible to visible in their market: real users, broader keyword coverage, and multiple map-pack entries—putting them in front of ready-to-hire customers.

Takeaways for Local Service Brands

- Fix eligibility issues first—GBP is the front door for local demand.
- Publish the pages you want to rank for—service + location depth wins.
- Build authority steadily—citations and links validate your relevance.

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.