CASE STUDY · LOCAL SEO & LEAD GENERATION

110K+ Visits and 1,400+ Leads for a Philadelphia Painting Company

How an organic-first digital presence turned paintersinphilly.com into the company's primary lead engine, with Google search driving nearly three-quarters of all traffic and zero paid spend.

paintersinphilly.com · Philadelphia, PA · Reporting period Jan 2019 – Feb 2026

110,473
WEBSITE VISITS

1,418
TOTAL LEAD ACTIONS

72.8%
TRAFFIC FROM GOOGLE ORGANIC

$0
PAID MEDIA SPEND

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01 · OVERVIEW

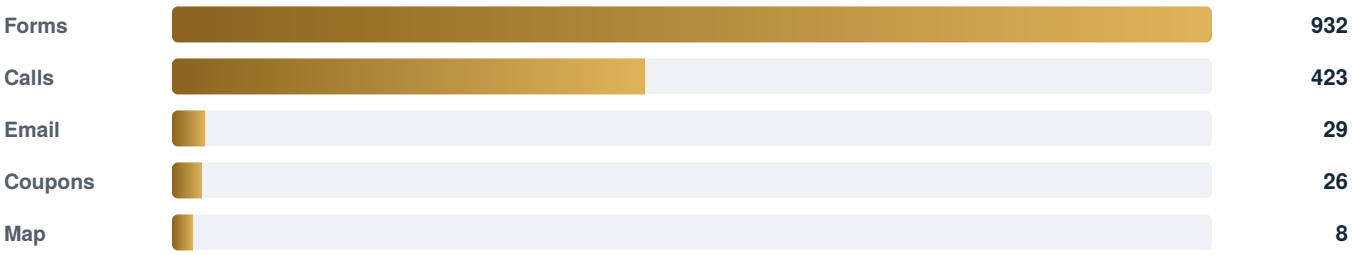
Client and Results at a Glance

Painters in Philly is a professional painting company serving the Philadelphia area. The website is the central hub for lead generation, built around a prominent "Free Custom Quote" form, service listings and direct calls to action.

110,473 TOTAL VISITS	**128,159** PAGE VIEWS	**1,418** LEAD ACTIONS All channels
932 FORM SUBMISSIONS Top lead source	**423** CLICK TO CALL	**68.32%** BOUNCE RATE
29 CLICK TO MAIL	**26** COUPON CLICKS	**00:01:36** AVG. VISIT DURATION

1,418 lead actions: 932 form submissions (65.7%), 423 click-to-call (29.8%), 29 click-to-mail (2%), 26 coupon clicks (1.8%) and 8 click-to-map (0.6%). Form submissions dominate, showing a highly effective quote-request funnel.

Lead Action Mix



Audience Devices

More than 70% of traffic is mobile (Mobile Safari 38%, Chrome Mobile 32%, other 21%, other mobile 5%), so the audience primarily discovers and engages with the business on smartphones.

02 · TRAFFIC

Where the Traffic Comes From

#	Source	Visits	Bounce	Page Views	Avg. Duration
–	**All sources**	110,479 (100%)	68.32%	128,159	00:01:36
1	Google / organic search	80,420 (72.79%)	71.31%	89,966	00:00:32
2	Direct	23,170 (20.97%)	56.77%	28,395	00:03:42
3	Google Android Quick Search	2,700 (2.44%)	91.15%	3,108	00:00:18
4	Internal	909 (0.82%)	39.27%	1,995	00:20:15
5	Bing / search	535 (0.48%)	72.71%	617	00:07:50
6	Internal (2)	485 (0.44%)	29.48%	1,153	00:02:19
7	DuckDuckGo / search	432 (0.39%)	79.4%	471	00:00:14
8	Facebook / social	306 (0.28%)	69.28%	364	00:00:18
9	Yahoo! / search	291 (0.26%)	62.89%	321	00:00:12
10	Unknown	217 (0.2%)	75.58%	263	00:00:28

SEO is the #1 growth engine. Google organic search drives 72.79% of all traffic (80,420 visits), and direct traffic adds 20.97%. Together they account for over 93% of all visits.

Organic Keyword Growth (Apr 2025 – Feb 2026)



Ranked keywords nearly doubled from about 465 to about 930 between April and October 2025, then settled in the 698–750 range through February 2026. Organic traffic peaked in November–December 2025 at roughly 95 daily organic visits. Most rankings are non-branded, service-intent keywords, the highest-quality traffic for lead generation.

SEO Snapshot and Local Presence

SEO Metric	Value	Context
Organic keywords	584	Solid keyword footprint for a local painting company
Referring domains	115	Moderate backlink profile for local SEO
Backlinks	204	Growing link equity
Authority Score	8	Typical for local service businesses, room to grow
Traffic share	5%	Share of local market traffic captured
Paid traffic / keywords	0 / 0	No paid campaigns, untapped growth lever

Third-party tool estimates understate local traffic. Site analytics show 110,473 actual visits over the reporting period, far above what Semrush estimates for local businesses.

Google Business Profile (Oct 2025 – Mar 2026)

GBP Metric	Value
Total profile interactions	258
Calls from profile	13 (peak of 5 in January 2026)
Peak interaction month	December 2025 (~55 interactions)
Lowest month	March 2026, flagged for a profile audit

Key Insights

- **Organic dominates:** 72.79% of traffic from Google organic search reflects strong local keyword targeting and well-optimized content.
- **Form-first strategy works:** the Free Custom Quote form produced 932 submissions, 65.7% of all lead actions.
- **Direct traffic quality:** direct visitors have the lowest bounce rate (56.77%) and longest sessions (3:42), pointing to returning customers and strong referrals.
- **Mobile-first audience:** 70%+ of visitors are on phones, so mobile speed and form UX drive conversion.

04 · NEXT PHASE

Growth Roadmap

Priority	Recommendation	Expected Impact
Urgent	Audit Google Business Profile after the March 2026 interaction drop	Restore local visibility and calls
High	Launch Google Local Services Ads for painting keywords	Immediate lead volume boost
High	Optimize mobile site speed and form UX (70%+ mobile audience)	Higher form submission rate
High	Build backlinks to lift Authority Score from 8 toward 20+	Stronger keyword rankings
Medium	Retargeting for the 68% of visitors who bounce	Recover high-intent leads
Medium	Seasonal content for spring and summer painting demand	Capture peak-season traffic
Medium	Expand Facebook and social presence (0.28% of traffic today)	Diversify traffic sources
Low	Add live chat or SMS opt-in alongside forms	Capture leads who skip forms

Conclusion

Painters in Philly has a powerful organic presence, with Google search driving nearly three-quarters of all traffic and a quote-form funnel that has produced 1,418 lead actions. Rankings peaked around 930 keywords in October 2025, showing strong SEO momentum on a mostly non-branded, service-intent footprint.

The next step is protecting local visibility through the Google Business Profile, then layering paid search and authority building on top of the organic foundation to scale lead volume and lead the Philadelphia painting market.

Seven years, 110K+ visits and 1,400+ leads, almost entirely from organic search and zero ad spend.