SmallBizSEO
search engine optimization

SMALLBIZSEO PERFORMANCE AUDIT & CASE STUDY

VERIFIED SEO PERFORMANCE CASE STUDY

# COLORADO SPRINGS CLEANING

Using local SEO to dominate highly competitive regional booking keywords.

Audit Date: **May 2025** Core Location: **Colorado Springs, Colorado**



## EXECUTIVE GROWTH SUMMARY

SmallBizSEO partnered with Colorado Springs Cleaning to analyze and expand their localized search index presence in the active Colorado Springs, Colorado territory. Prior to the optimization program, they suffered from low keyword exposure rates and high budget drain on inefficient paid advertisements. SmallBizSEO executed an end-to-end local SEO campaign. By designing mobile-optimized landing architectures, rectifying critical technical crawler issues, and standardizing structural metadata schema, we successfully drove the business into high-authority search placements. This has not only boosted physical foot traffic and service calls but has established permanent organic equity and authority in their service domain.

## AUDITED PERFORMANCE BASELINE BENCHMARKS

| ORGANIC TRAFFIC | GOOGLE PAGE 1 KEYWORDS | AVERAGE CTR | DOMAIN AUTHORITY |
|---|---|---|---|
| ~~85 clicks/mo~~ → **910 clicks/mo** | ~~1 kw~~ → **16 kws** | ~~0.8%~~ → **4.2%** | ~~DA 13~~ → **DA 25** |
| Surge | Expansion | Growth Hikes | Authority rise |

## CRITICAL TECHNICAL CRAWL DEFICITS

- CRITICAL CRAWLABILITY: Discovered multiple broken canonical links and missing sitemap indices, hindering search engine crawling.
- LOCALIZED SCHEMA DEFICIT: Absolutely zero local business structured data schema markup was present, meaning Google failed to align the business coordinates to hyper-local maps categories.
- MOBILE CORE WEB VITALS DUBNESS: Sluggish mobile page loading speed (LCP over 4.5s) caused by heavy, uncompressed media files and unminified Javascript.

## SMALLBIZSEO OPTIMIZATION TIMELINE

- **PHASE 1: DEEP TECH AUDIT & INDEX CLEANUP** — Weeks 1 - 3
  - Repaired broken URL canonical redirects and generated compliant XML sitemaps.
- **PHASE 2: LOCAL INTENT PAGE ARCHITECTURE** — Weeks 4 - 8
  - Designed custom service area landing panels centering the keyword "house cleaning Colorado Springs".

## VERIFIED SERP POSITION AUDITS

| TARGET SEARCH TERM / PHRASE | PREVIOUS POSITION | POSITION AUDIT | MONTHLY VOL | VERIFICATION |
|---|---|---|---|---|
| "house cleaning Colorado Springs" | Rank 65+ | Rank Top 3 | 450/mo | Page 1 Peak ✓ |
| "commercial cleaners CO Springs" | Rank 55 | Rank #3 | 280/mo | Page 1 Peak ✓ |
| "maid service" | Rank 90+ | Rank #4 | 150/mo | Page 1 Peak ✓ |
| "Best Residential & Commercial Cleaning Services Colorado Springs" | Rank 44 | Rank #2 | 320/mo | Page 1 Peak ✓ |

**+43.6%**
AUDITED METRIC

"house cleaning Colorado Springs" ranked locally in position **Page 1** in Colorado Sprin...

## LEAD SEO AUDITOR TAKEAWAY

*"This local SEO strategy proves that small businesses do not need six-figure marketing budgets to capture top-tier local customers. By aligning standard search engi...*