



Milestone  
Case Study



**Motels 6 increases branded search on Google by 120% and a 90% increase in non-branded search using Milestone's local optimization of listings and schema optimization**

## Challenge

To maintain its reputation across generations and meet with stiff competition, the client wished to increase its brand awareness and physical traffic to its 1,400 locations in the United States of America and Canada

## Solution

For the client to achieve brand awareness across US and Canada, Milestone integrated key local search optimization tactics:

- 1. Milestone Local:** The UNAP and key business details to achieve profile completeness for the listings of the client were updated and made consistent for every location across key channels, such as GMB, Bing, etc. Using Milestone Local, 99% UNAP consistency was achieved (previous being 70%) and relevant categories were updated.
- 2. Schema Manager:** Milestone deployed schemas, such as LodgingBusiness, Room, ReserveAction to increase SERP saturation and improve the visibility of the amenities of the client.

## Results

2 months following the local and schema optimization of all the listings, the client experienced:



**70% increase**

in customers who found the client on Google Maps

**50%**

Increase in phone calls from GMB

**40%**

Increase in clicks from GMB