



Milestone
Case Study

Homebridge[®]

**Financial Services
Firm Increases
Website Visits by
42% and Click-to-
Call by 27% From
Google My
Business using
Milestone Local**

Challenge

The primary focus of the client was to optimize their local presence and manage online reputation across Google & Yelp in a cost effective manner to drive both foot traffic to branches and generate leads for their 2,000+ associates across the country

Solution

Milestone approached the problem with an integrated approach:

- 1. Milestone Local:** Business profile of 173 locations was optimized with relevant descriptions, categories, business hours and phone numbers to maximize visibility by geographical location across USA. In addition, Milestone leveraged its API integrations with multiple online directories to ensure accurate data was always published on GMB, Bing Local, Foursquare, Apple Maps, Waze, Uber, TomTom, Here Maps and hundreds other sites by publishing through aggregators such as InfoUSA.
- 2. Milestone Reviews Module:** The Review Module with direct Yelp API integration ensured that client managed its online reputation with customers.

“Milestone provides one of the most sophisticated platforms for location-based businesses in the market. Their unique combination of software + services makes for a powerful 1-2 punch for financial institutions”.
- Alex Cornwell, Senior Director Homebridge Financial Services

Results

In a time span of **1 year post-implementation**, the client recorded:



208% increase

in direct searches on Google My Business



13% increase

in organic keywords ranked in page one



14% increase

in discovery searches on Google My Business

* Date Range: September 2018 – October 2018 compared to September 2017 – October 2017