



# ONLINE PRESENCE OPTIMIZATION

*How Jennifer B. - Allstate Insurance optimized her Google profile and got more Google reviews to boost her online presence*

## CHALLENGE

Jennifer B. - Allstate Insurance had worked with the corporate Allstate marketing team to create a Google Business Profile, but still wasn't getting much interest from prospects online. She needed to stand out from her competition in the Google search results.

## SOLUTION

Jennifer signed up with Lift Local's Google Maps Optimization and Review Generation services to improve her Google ranking, have a more professional business profile, and ultimately, get more inbound calls.

## CLIENT PROFILE



**JENNIFER B. - ALLSTATE INSURANCE**



**PLEASANTON, CA**



**12 MONTHS +**  
on Lift Local Service



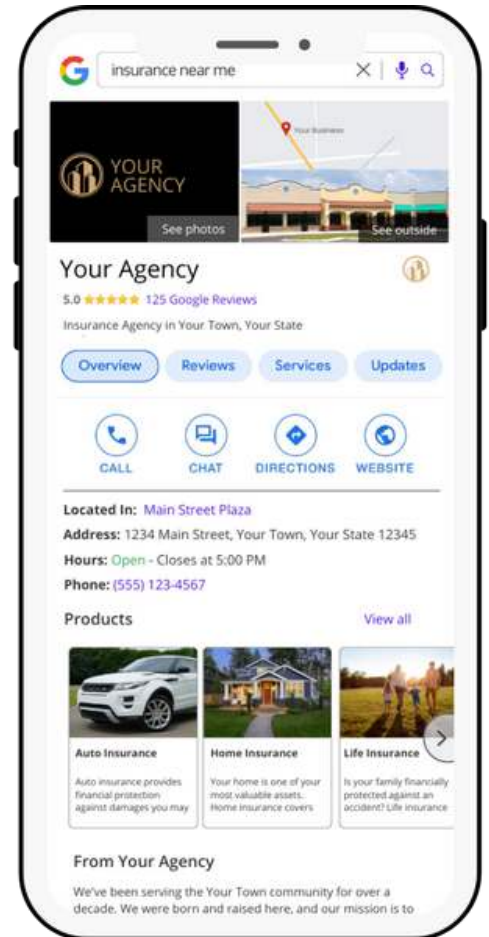
**LIFT LOCAL**



(801) 407-5983



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## RESULTS

**102**



### NEW GOOGLE REVIEWS

Over the course of a year, Jennifer's agency received 102 new Google reviews with an average rating of 4.9 stars.

**110%**



### GOOGLE SEARCH VIEWS

Jennifer's agency's business profile appeared in significantly more Google searches after being fully optimized.

**66%**



### MONTHLY PHONE CALLS

By improving her Google reviews and optimizing her online presence, Jennifer's average monthly inbound calls from Google increased from 15 to 25 calls per month.