

ORGANIC TRAFFIC. RANKINGS. SEARCH VISIBILITY.

Search results. Measured. Ready to share.

Organic traffic growth, broader keyword visibility and stronger local search activity from Timpson Marketing client records.

16

Result stories

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Shareable results

16

Downloadable cards

START WITH THE STORY THAT FITS

Organic traffic · Keyword coverage · Top-three rankings
Local search · AI citations · Wider website traffic

Dates and measurement scope stay attached to each result. First-party visits and search estimates are identified separately. These are selected results, not guarantees of future performance.

Pro Line PLM

+165.8%

organic search sessions, year over year

June 19-September 16, 2025 versus June 19-September 16, 2026. GA4, Organic Search, All Users. Sessions are visits, not unique prospects or booked jobs.

COMPARE THE SAME SEASON

Pro Line PLM's parking lot maintenance business needs a comparison that accounts for seasonal timing. We compared the same June 19-September 16 window in both years, keeping paid traffic, video and Direct outside the Organic Search result.

A LARGER, ENGAGED SEARCH AUDIENCE

Organic sessions increased from 736 to 1,956: 1,220 additional visits and 165.8% growth. Engaged organic sessions increased from 384 to 1,049 (+173.2%), while engagement rate rose from 52.17% to 53.63%.

These are measured website visits. No key events were recorded in either period, so this case does not claim growth in quotes, customers or revenue.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/pro-line-plm>

Circle 7 Meats

+66.9%

organic search sessions in matched 28-day periods

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. A recent-period comparison, not year-over-year growth. Sessions are visits, not orders or unique customers.

BUILD USEFUL PATHS INTO THE BRAND

Timpson Marketing built a connected ranch-direct website with product information, buying and cooking resources, structured data and measurement.

SEARCH VISITS AND ENGAGEMENT INCREASED

Organic Search sessions rose from 130 to 217 (+66.9%). Engaged organic sessions increased from 68 to 118 (+73.5%), with engagement rate rising from 52.31% to 54.38%.

July 23-August 19 versus August 20-September 16, 2026. Recent-period GA4 visits, not year-over-year growth, orders or customers; key events and revenue were zero in both windows.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/circle-7-meats>

Apex Drafting

+66.2%

organic search sessions

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Visits, not booked projects; small starting base.

ANSWER THE QUESTIONS BEHIND A DRAFTING PROJECT

Timpson Marketing added practical drafting resources and strengthened service-area pages and internal links. Technical changes supported how the site could be found, understood and used.

MORE VISITS FROM ORGANIC SEARCH

Organic sessions rose from 68 to 113 (+66.2%). Engaged organic sessions increased from 33 to 64. The gain is 45 visits from a small starting base.

GA4 Organic Search, July 23-August 19 versus August 20-September 16, 2026. This is a traffic comparison; changed key-event tracking prevents a comparable lead-growth claim.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/apex-drafting>

Swysh Den Basketball

+17.1%

organic search sessions

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Visits, not memberships or unique leads.

CONNECT LOCAL SEARCHES WITH THE RIGHT PROGRAM

Timpson Marketing organized the site around basketball training, memberships and camps, adding Scottsdale program resources and relevant internal links.

ORGANIC VISITS INCREASED FROM AN ESTABLISHED BASE

Organic sessions rose from 1,118 to 1,309 (+17.1%): 191 more visits. Engaged organic sessions increased from 670 to 748. Paid-social visits are excluded.

GA4 Organic Search, July 23-August 19 versus August 20-September 16, 2026. Engagement rate declined from 59.93% to 57.14%; this is traffic growth, not a membership or lead count.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/swysh-den-basketball>

HVAC search client

+38.3%

ranking keywords in the report's HVAC-filtered view

Historical Semrush report filtered to "HVAC." 361 keywords (+38.31%); estimated traffic 1.7K (+36.49%). Comparison dates are not visible. Client name withheld; record reviewed September 18, 2026.

A BROADER FOOTPRINT IN HVAC SEARCHES

Semrush recorded 361 ranking keywords in the report's HVAC-filtered view. Its comparison shows a 38.31% increase in keyword coverage.

TRAFFIC VISIBILITY MOVED IN THE SAME DIRECTION

Estimated monthly organic traffic for that filtered keyword set was about 1,700, up 36.49%. Both figures belong to the same filtered view.

The comparison dates are not visible. This historical record shows keyword-count growth, not a claim about a specific keyword reaching first place. Semrush traffic is estimated; client identity is withheld.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/hvac-keyword-growth>

Organic search client

5.83x

estimated organic traffic at the later endpoint

May 2024 baseline of 113 versus the 659 endpoint in the chart ending August 2024. Semrush estimated organic traffic; +483.2%. Client name withheld.

A SMALL STARTING POINT, A LARGER CHANNEL

The source report shows 113 estimated organic visits in May 2024 and 659 at the later endpoint in the chart ending August 2024. That is 546 additional estimated monthly visits.

THE CHANGE AT ITS ACTUAL SCALE

The later figure is 5.83 times the baseline, equivalent to a 483.2% increase. Both counts and the visible timeline are included so the percentage has context.

Semrush traffic estimates, not first-party visit or customer counts. Client name withheld; detailed implementation history is not supplied.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/organic-search-113-to-659>

HVAC client

1,545

estimated monthly organic visits

Historical Semrush snapshot; chart includes January 2025. Traffic and keyword counts are estimates. Exact capture date and engagement baseline are unavailable. Client name withheld.

A WEBSITE WITH A LARGER SEARCH PRESENCE

The historical HVAC report shows organic visibility developing from a small base into an estimated 1,545 monthly visits. Approximately 1,400 ranking keywords accompany that endpoint.

MORE ROUTES TO DISCOVERY

For an HVAC business, search visibility can introduce the company while a homeowner researches a repair or replacement. The result documents that discovery channel; it does not convert estimated visits into invented service bookings.

Historical Semrush estimates. Exact capture date and engagement baseline are unavailable. No specific growth timeframe or booking total is claimed.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/hvac-organic-search-visibility>

Local business client

+44.6%

Google Business Profile call actions, year over year

September 2025-January 2026 versus September 2024-January 2025. Google reports call-button clicks, not answered calls or booked jobs. Client name withheld.

FROM BEING FOUND TO BEING CONTACTED

A local business recorded 2,019 Google Business Profile call actions across September 2025-January 2026. January contributed 472, closing a five-month period of substantial contact activity.

THE COMPARISON THAT MATTERS

Google reported 44.6% more call actions than the same five months a year earlier. The increase applies to the full period, not January alone.

The client is anonymous. Call actions are call-button clicks, not confirmed conversations or bookings; the record does not isolate organic activity from Google Ads.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/google-profile-call-growth>

AI search client

456

reported AI citations in March 2026

March 2026 AI visibility report: 456 citations, 132 mentions, 76 cited pages. Provider, monitored platforms and prompt coverage are not visible in the supplied record. Client name withheld.

APPEARING IN THE ANSWER

A client's March 2026 AI visibility record reports 456 citations, 132 mentions and 76 cited pages. The citation trend rises across the displayed December-March period.

A PRESENCE ACROSS MULTIPLE PAGES

The cited-page count shows that the record extends beyond one page. It provides a concrete visibility result to discuss alongside traditional search performance.

The provider and monitored platform coverage are not visible. Citations, mentions and cited pages remain separate measures; none is a customer or revenue count.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/ai-search-citations>

Sentinel Storage

4 to 30

organic search sessions across consecutive 28-day periods

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Small starting baseline; tracking was repaired July 10. Sessions are website visits, not leads or rentals. This is a recent-period comparison, not year-over-year growth.

BUILD THE SEARCH FOUNDATION

Timpson Marketing rebuilt Sentinel Storage's service and pricing information, improved key pages, and repaired its analytics installation on July 10, 2026.

EARLY ORGANIC TRACTION

Organic Search sessions increased from 4 to 30 across consecutive completed 28-day periods. Engaged organic sessions rose from 3 to 25, with engagement rate increasing from 75% to 83.33%.

This is a small-baseline launch-period result, not a year-over-year comparison. The report recorded no key events and does not establish leads or rentals.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/sentinel-storage>

The Pavement Group

+114.6%

all-channel website sessions, year over year

June 19-September 16, 2025 versus June 19-September 16, 2026. GA4, All Users, all channels including paid. Organic Search sessions declined 26.9%; this is a broader marketing result.

MEASURE THE BROADER PROGRAM

The Pavement Group's marketing brings together advertising, brand work, search and technical improvements. Timpson Marketing contributes SEO and technical work alongside other partners. This comparison covers all website channels, including paid.

TRAFFIC AND ENGAGEMENT EXPANDED

Sessions increased from 9,932 to 21,314 (+114.6%). Engaged sessions rose from 3,264 to 10,276 (+214.8%), while engagement rate increased from 32.86% to 48.21%. Paid channels contributed heavily to the overall increase.

Organic Search sessions declined from 2,835 to 2,071 (-26.9%). This broader marketing result is not an SEO-only win or a claim about lead volume, revenue or advertising efficiency.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/the-pavement-group>

ORGANIC TRAFFIC / YEAR-OVER-YEAR GOOGLE SEARCH CASE STUDY

Chad's AC Direct

+125.0%

Google Search clicks, year over year

June 16-September 15, 2025 versus June 16-September 15, 2026. Google Search Console, Web search, all countries and devices, no query or page filter. Clicks are search-result clicks, not unique visitors or booked jobs.

COMPARE THE SAME SUMMER WINDOW

Google Search Console lets Chad's AC Direct compare June 16-September 15 in 2026 with the same dates in 2025. Timpson Marketing's documented work included service and location page improvements, business and author information, and connected HVAC guidance.

MORE VISIBILITY, MORE SEARCH CLICKS

Google Web search clicks increased from 731 to 1,645 (+125.0%). Impressions rose from 237,862 to 515,287 (+116.6%), while average position improved from 44.3 to 29.0.

All countries and devices; branded and non-branded queries included. Clicks are not customers. A separate recent-period GA4 session comparison declined 21.9%; it uses different dates and a different metric.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/chads-ac-direct>

Martinez Legal

+114%

Google Search clicks in matched 92-day periods

March 16-June 15 versus June 16-September 15, 2026. Google Search Console, Web search, whole property, all countries and devices. Consecutive periods, not year-over-year growth. Clicks are not unique visitors or qualified inquiries.

BUILD A STRONGER SEARCH AUDIENCE

Timpson Marketing's work for Martinez Legal included expanded English- and Spanish-language practice content, page improvements, indexing work and clearer structured information about the firm and attorney.

MORE THAN TWICE AS MANY GOOGLE SEARCH CLICKS

Clicks increased from 150 to 321 (+114%). Search impressions grew from 106,855 to 252,184 (+136.0%), while reported average position improved from 9.0 to 8.4.

March 16-June 15 versus June 16-September 15, 2026. Two complete 92-day periods, verified against daily GSC data. Whole-property Web search includes branded and informational searches; clicks do not establish qualified inquiries or cases.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/martinez-legal>

LaserVue Eye Center

+38.9%

Google Search clicks in matched 28-day periods

March 25-April 21 versus April 22-May 19, 2026. Google Search Console, Web search, whole property. Historical consecutive-period comparison. Clicks are not unique visitors, consultations or surgeries.

TURN SEARCH APPEARANCES INTO VISITS

LaserVue's historical Google Search Console report shows a larger audience reaching the clinic's website from Google Web search. Timpson Marketing's search work included page-heading corrections, duplicate doctor URL consolidation and clearer physician structured data.

399 ADDITIONAL GOOGLE SEARCH CLICKS

Clicks increased from 1,026 to 1,425 (+38.9%) across matched 28-day periods. Impressions rose 6.2%, from 281,022 to 298,419, while click-through rate improved from 0.365% to 0.478%.

March 25-April 21 versus April 22-May 19, 2026. Historical whole-property Web search data, not consultations or surgeries. May 11 changes occurred late in the measured window; the comparison does not isolate their effect.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/laservue-eye-center>

ORGANIC TRAFFIC / YEAR-OVER-YEAR GOOGLE SEARCH CASE STUDY

NYC Office Leasing

+35

additional Google Search clicks in the same seasonal window

June 16-September 15, 2025 versus the same dates in 2026. Google Search Console, Web search, whole URL-prefix property, all countries and devices. Clicks are not unique prospects, inquiries or signed leases.

MEASURE THE SAME SEASON

NYC Office Leasing's search program connects service information and practical leasing resources with people researching office space. The comparison uses the same June 16-September 15 dates in both years.

35 ADDITIONAL GOOGLE SEARCH CLICKS

Google Search clicks increased from 57 to 92 (+61.4%). Reported average position improved from 36.7 to 13.6 across the property's changing mix of queries.

A modest, same-season result from Google Search Console Web data. Whole-property traffic includes broader informational searches. Clicks are not qualified prospects, inquiries, tours or leases.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/nyc-office-leasing>

Mundorf Heritage Beef

#5 to #1

for “beef shares iowa” in Iowa mobile checks

September 12-16, 2026; Iowa statewide, mobile. Dated DataForSEO rank-tracking report. The wider 80-check panel was mixed: page-one results fell from 39 to 30. This is a keyword-specific observation, not a sustained or nationwide ranking claim.

A BUYER QUERY WITH A CLEAR LOCAL FIT

Mundorf Heritage Beef sells beef shares to Iowa buyers. Its search program includes a statewide beef-share page and practical articles about buying half, quarter and whole cows. “Beef shares iowa” is directly relevant to that offering.

FROM FIFTH TO FIRST IN THE DATED MOBILE CHECKS

Herbert Timpson’s DataForSEO report recorded position 5 on September 12 and 14, then position 1 on September 16, 2026, for “beef shares iowa” in the Iowa statewide mobile check. This is a four-position improvement for that specific search setting.

The wider 80-check panel was mixed: page-one results fell from 39 to 30, with substantial volatility. The result is a dated keyword observation, not a sustained nationwide rank or a claim of additional traffic, orders or revenue.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/mundorf-heritage-beef>

CHOOSE THE RESULT THAT FITS THE CONVERSATION

The right proof. The full context.

ORGANIC GROWTH

Pro Line PLM shows same-season GA4 growth. Chad's AC Direct and NYC Office Leasing add year-over-year Google Search clicks. Martinez shows two complete consecutive quarters; LaserVue records a dated spring gain.

RANKINGS AND VISIBILITY

Mundorf moved from fifth to first for one Iowa mobile buyer query in dated checks. The HVAC-filtered report shows keyword-count growth. Each result keeps its location, device and reporting scope attached.

LOCAL AND AI SEARCH

Google Profile call actions show contact-button activity. AI citations show a monitored presence in answers. They are different measures, with separate source records.

KEEP THE COMPARISON INTACT

Google Search Console counts search-result clicks; GA4 counts sessions. Semrush traffic is estimated. The Pavement Group includes paid traffic. Historical and recent results keep their original dates and comparison limits.

COPY RESULTS WITH THEIR DATES AND SOURCE

timpsonmarketing.com/proof-library