

ServiceMonster + growth

Case Study for SERVICEMONSTER

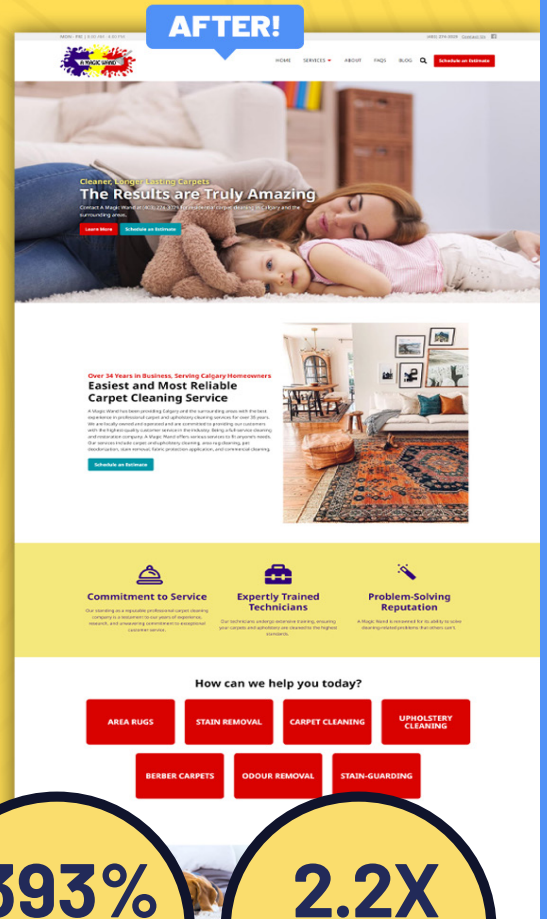
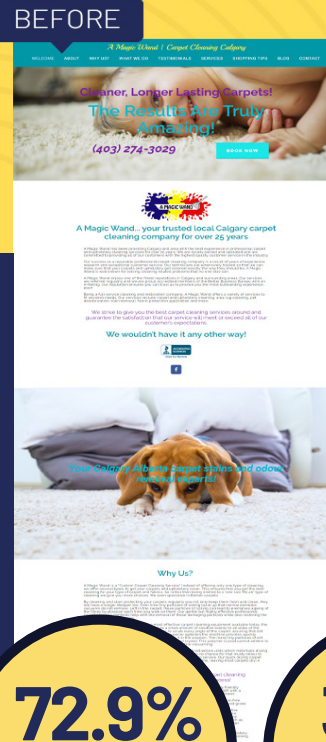
A Magic Wand
Carpet & Upholstery Cleaning

~ CUSTOMER REVIEW ~



“The service is friendly, quick, effective, and very reasonably priced.”

**This data represents growth over a 7-month period, from June 9 to December 31, 2024.*



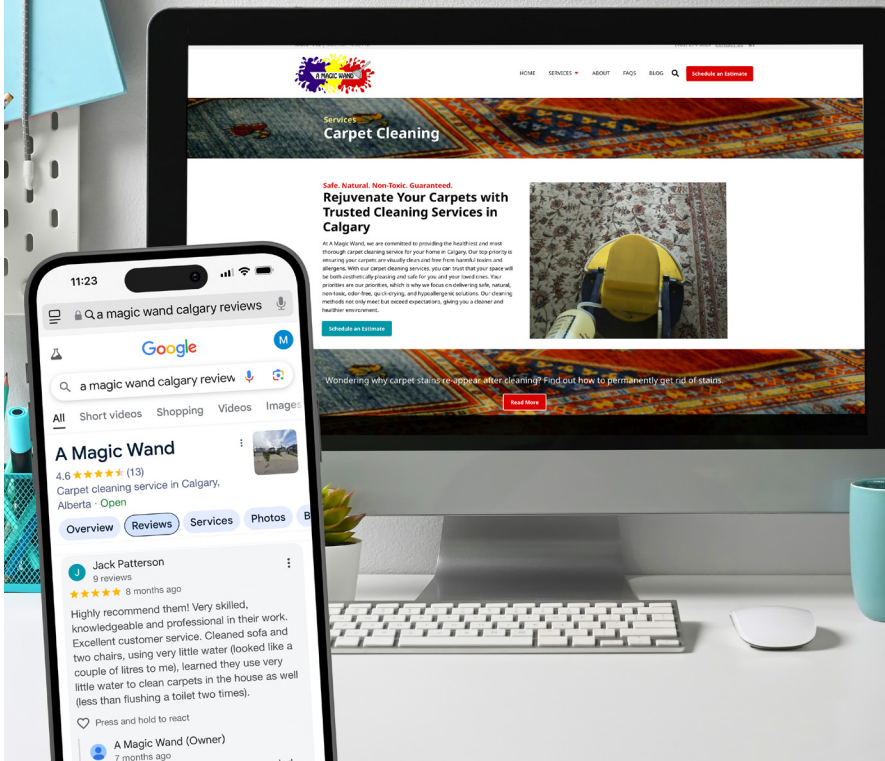
About

MAGIC WAND HAS BEEN PROVIDING CALGARY AND THE SURROUNDING AREAS with the best experience in professional carpet and upholstery cleaning services for over 35 years. As a locally owned and operated company, they are committed to delivering the highest level of customer service in the industry.

The Challenge

A Magic Wand faced several challenges in expanding its reach and maintaining a steady flow of high-quality leads. They sought to strengthen their presence in a specific region, modernize their marketing approach to connect with today's consumers, and attract customers who valued quality over the lowest price. To achieve consistent results and minimize seasonal slowdowns, they needed a reliable digital marketing solution with a proven track record of success.

www.amagicwandcarpetcleaning.com/



Solution

To expand their reach in a key service area, attract high-quality leads, and create a more consistent lead flow, **A Magic Wand partnered with ServiceMonster's Growth Websites & Digital Marketing Services**—specifically designed to help carpet cleaning professionals enhance their search presence and grow their customer base, including:

- A professionally designed **SEO website**.
- **Optimized Service & City-Specific landing pages** designed to rank in search results, attract high-quality leads, and improve local visibility in key service areas.
- **Seamless integration** with ServiceMonster's Lead Center to efficiently capture and manage leads.
- **Google Business Profile optimization** to stay visible in local searches and ahead of competitors.
- **Reputation Management Tools** to automate reviews, build trust and improve customer retention.
- A **dedicated customer support team** offering monthly insights into traffic and leads.

Results

WEBSITE PERFORMANCE

- **Organic Web Leads:** Grew by **393%** from June to December, demonstrating the impact of a new SEO website and digital marketing strategies.
- **Organic Website Traffic:** Increased **72.9%** from the first month to the end of Q4.
- **Spam Reduction:** Lead quality improved significantly, with only **one spam form in October**—a major Q4 win!
- Despite rising industry costs, A Magic Wand maintained **strong cost efficiency** in 2024, with CPL staying competitive throughout the year.

GOOGLE BUSINESS PROFILE PERFORMANCE

- **GBP Traffic:** More than **doubled** (2.26x growth) in 7 months.
- **GBP Calls:** Increased **3.5% YoY**, showing steady engagement improvements.
- **GBP Website Clicks:** More than **doubled** (2.22x growth) over 7 months, driving increased traffic.

~ CUSTOMER REVIEW ~



“Amazing customer service and fantastic work on our carpets!”