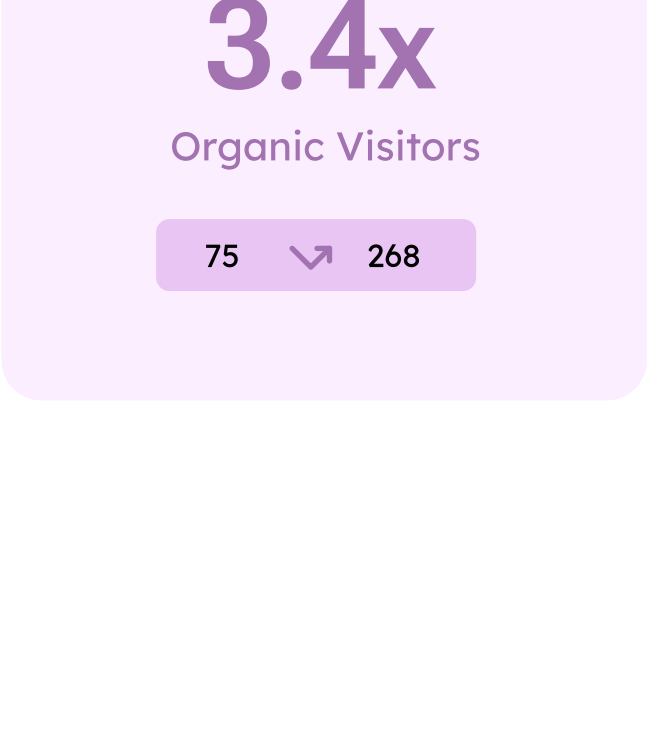
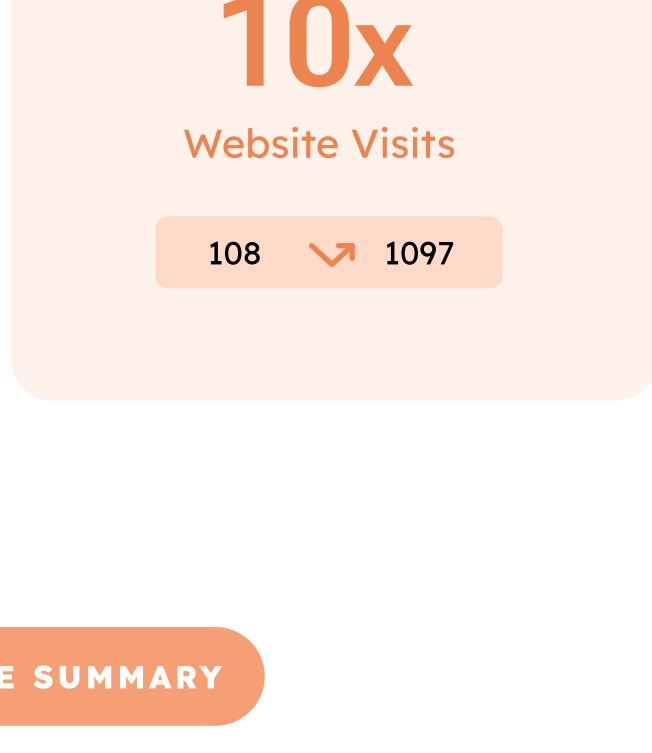


From Multi-Market Visibility to Meaningful Local Growth in 90 Days

Markets : Chicago | Michigan



Local Visibility To Local Growth



EXECUTIVE SUMMARY

Two markets. One brand. Very different realities.

An immigration law firm serving both Chicago and Michigan wanted to improve its visibility where prospective clients begin their search: Google Search and Google Maps. While both offices shared the same brand, they competed in very different local environments.

The Approach
Each location was treated as its own market with a localized SEO strategy focused on visibility, discoverability, and authority.

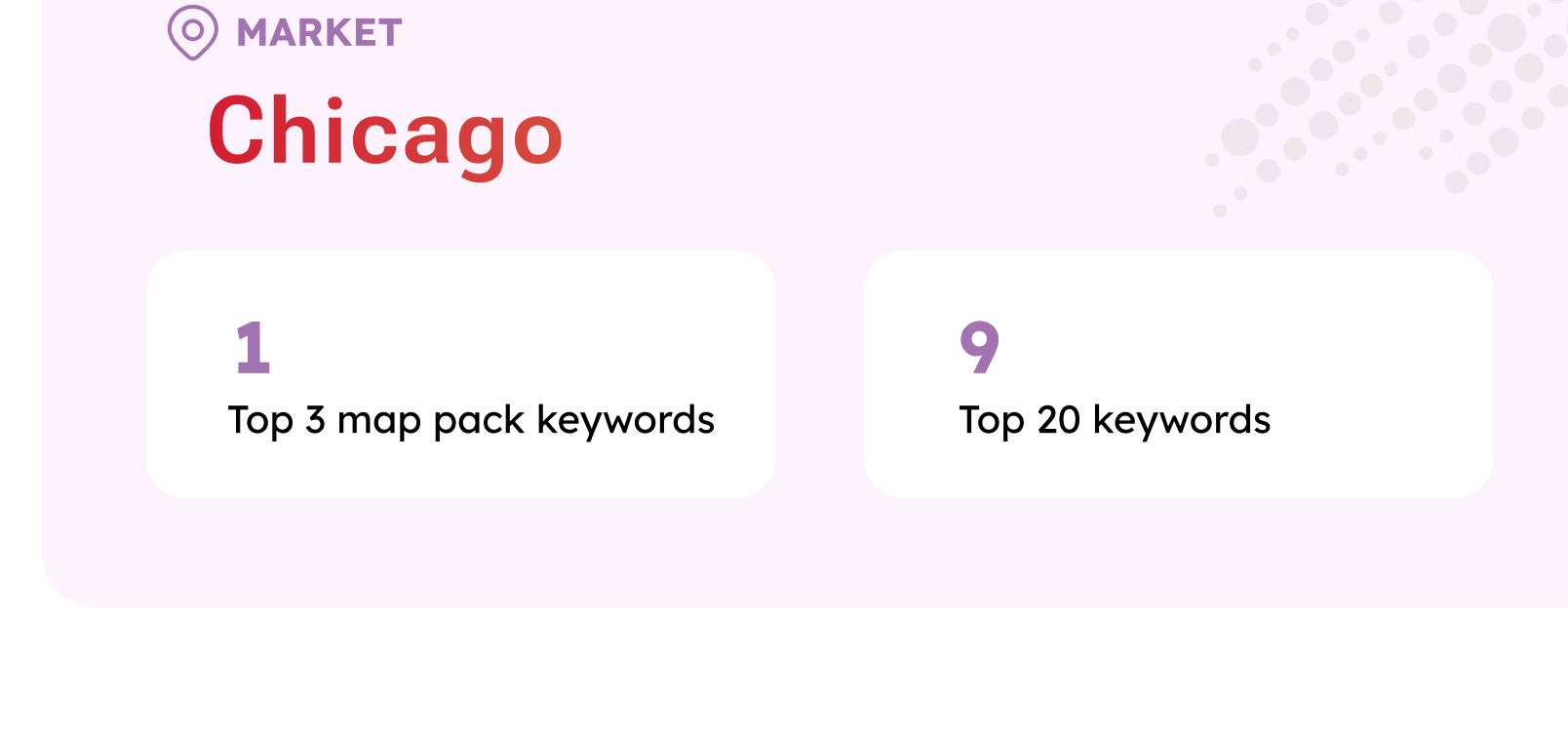
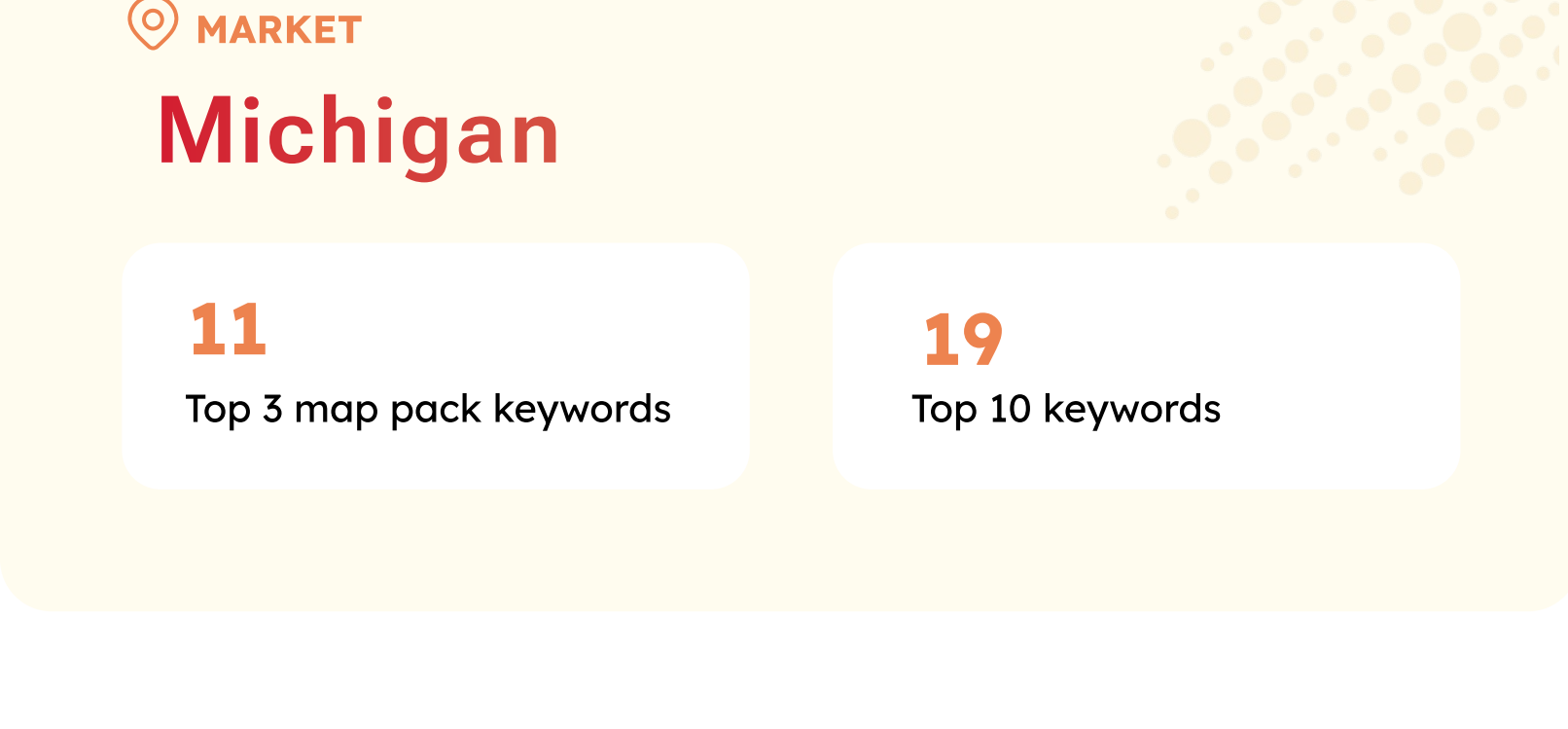
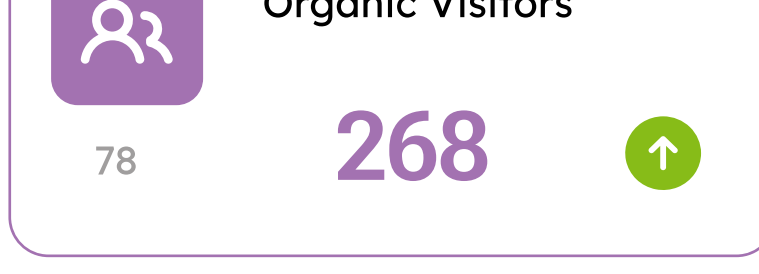
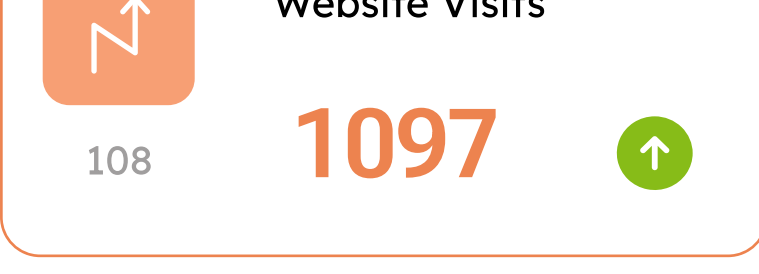
Execution
Over 90 days, we implemented technical SEO, GBP optimization, citation building, FAQ expansion, and authority-building efforts.

The Outcome
Both markets showed measurable growth, with Michigan gaining rankings faster and Chicago building strong momentum.

Industry	Immigration Law
Markets	Chicago & Michigan
Duration	90 Days
Period	Jan -Mar 2026
Focus	Local Search Discovery

RESULTS AT GLANCE

Growth across every discovery signal.

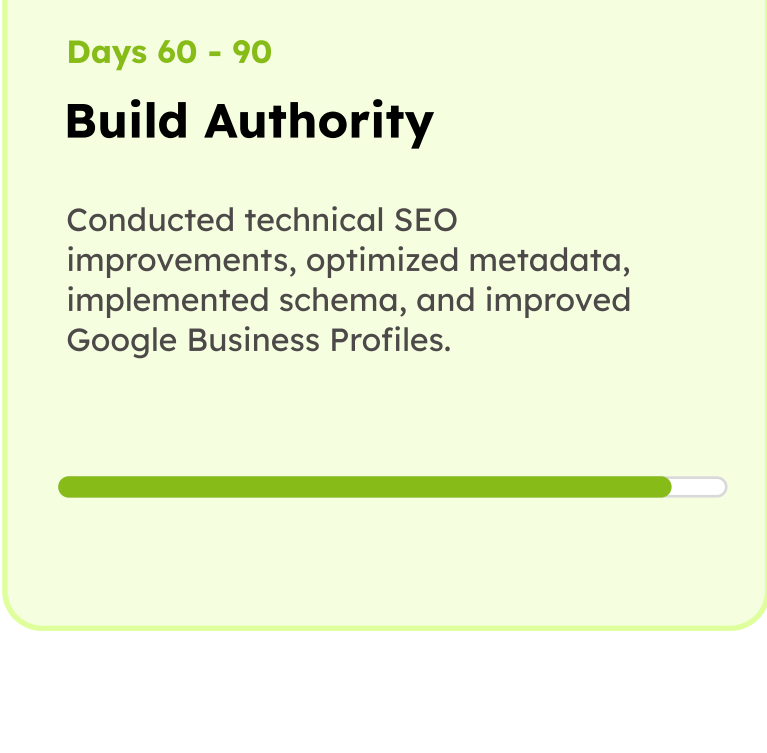
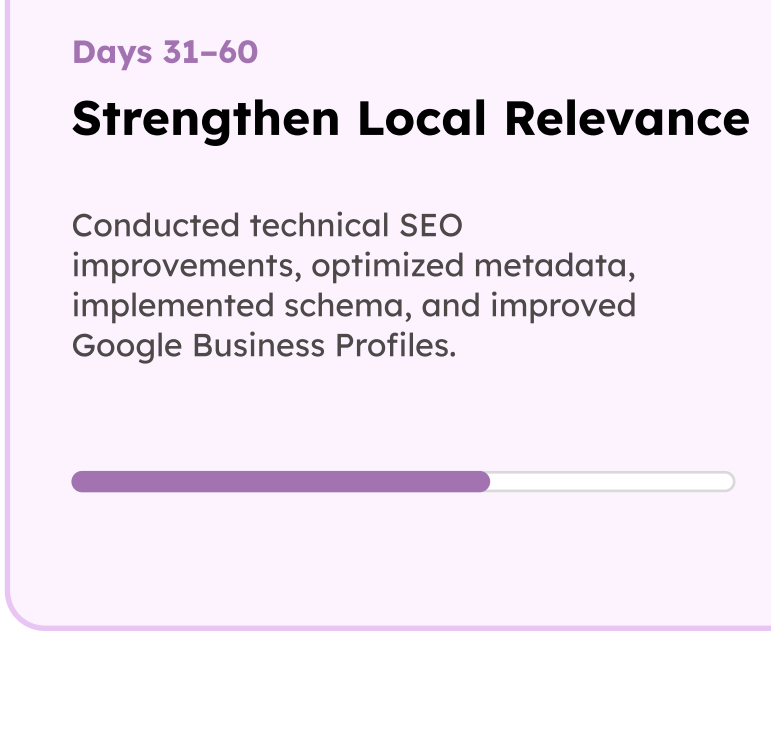
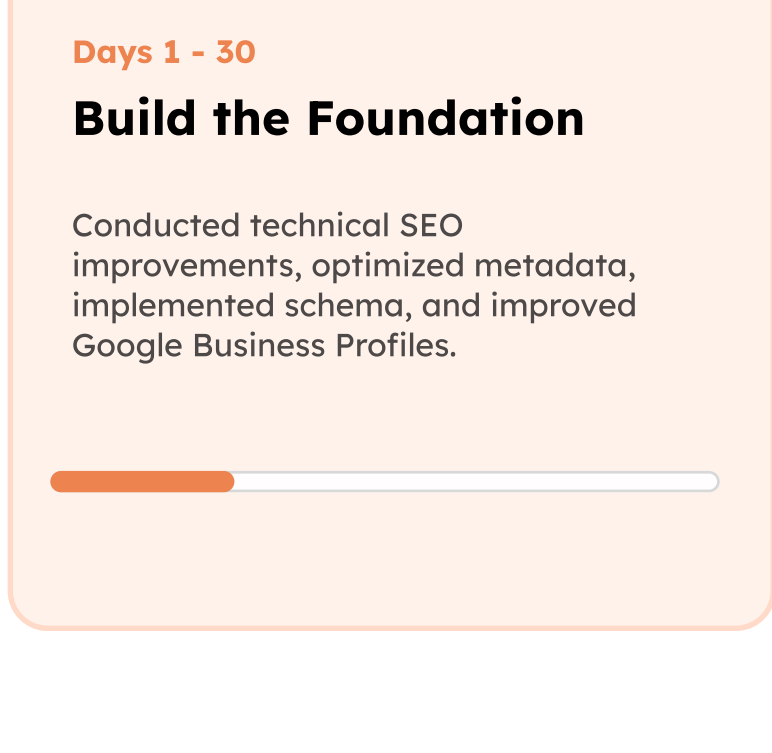


WHY THIS MATTERS

The most significant result was not a ranking metric. Website visits **increased more than tenfold** during the campaign period, indicating broader local discovery across search channels.

90 DAYS TIMELINE

Phased approach, engineered for, compounding results.



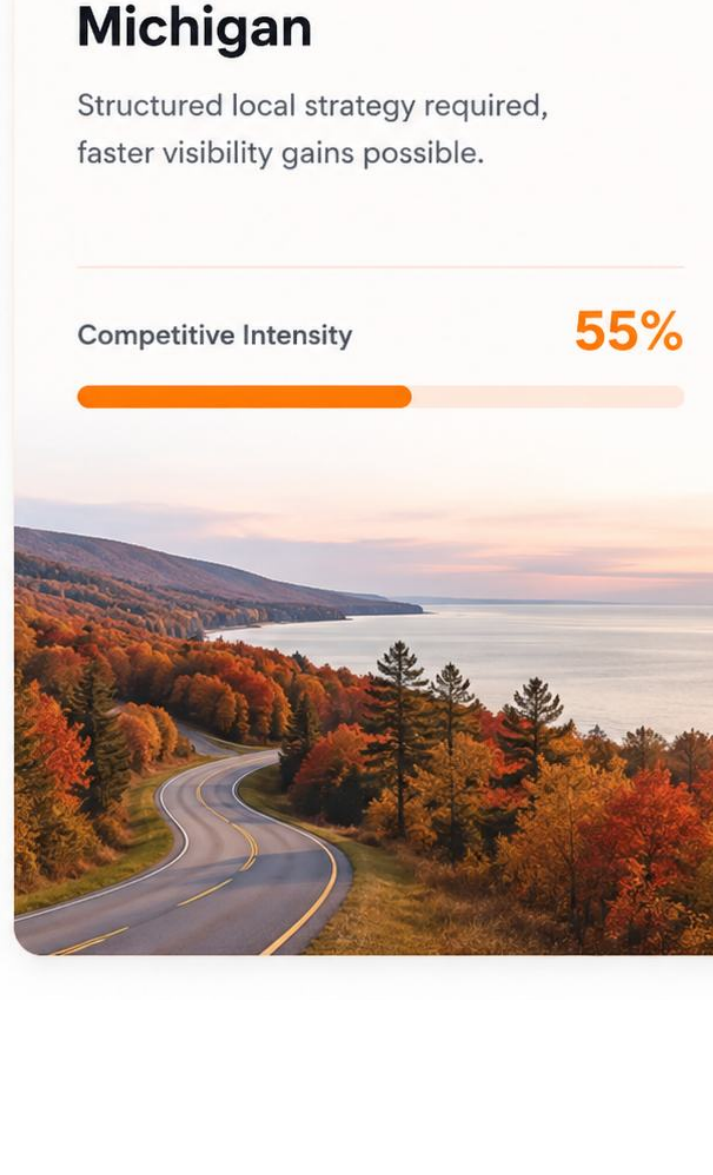
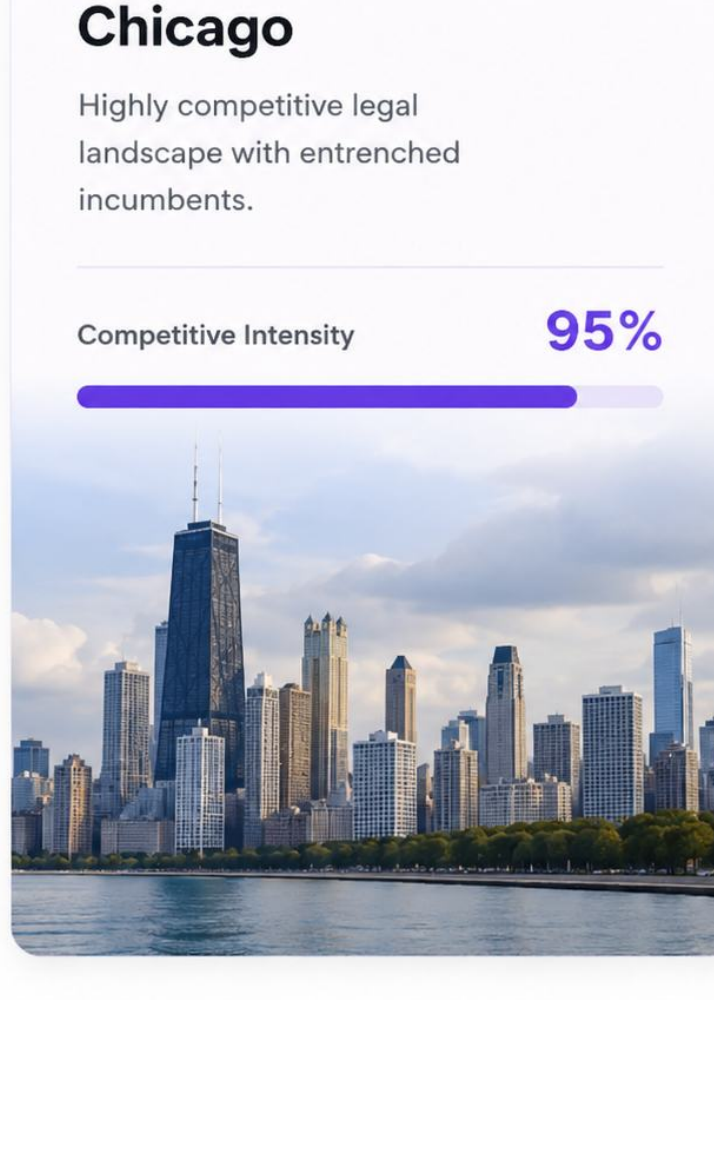
THE CHALLENGE

Not a lack of expertise – a lack of visibility.

Potential clients searching for immigration-related services were not consistently discovering the firm across local search results. At the same time, the two markets presented different competitive realities.

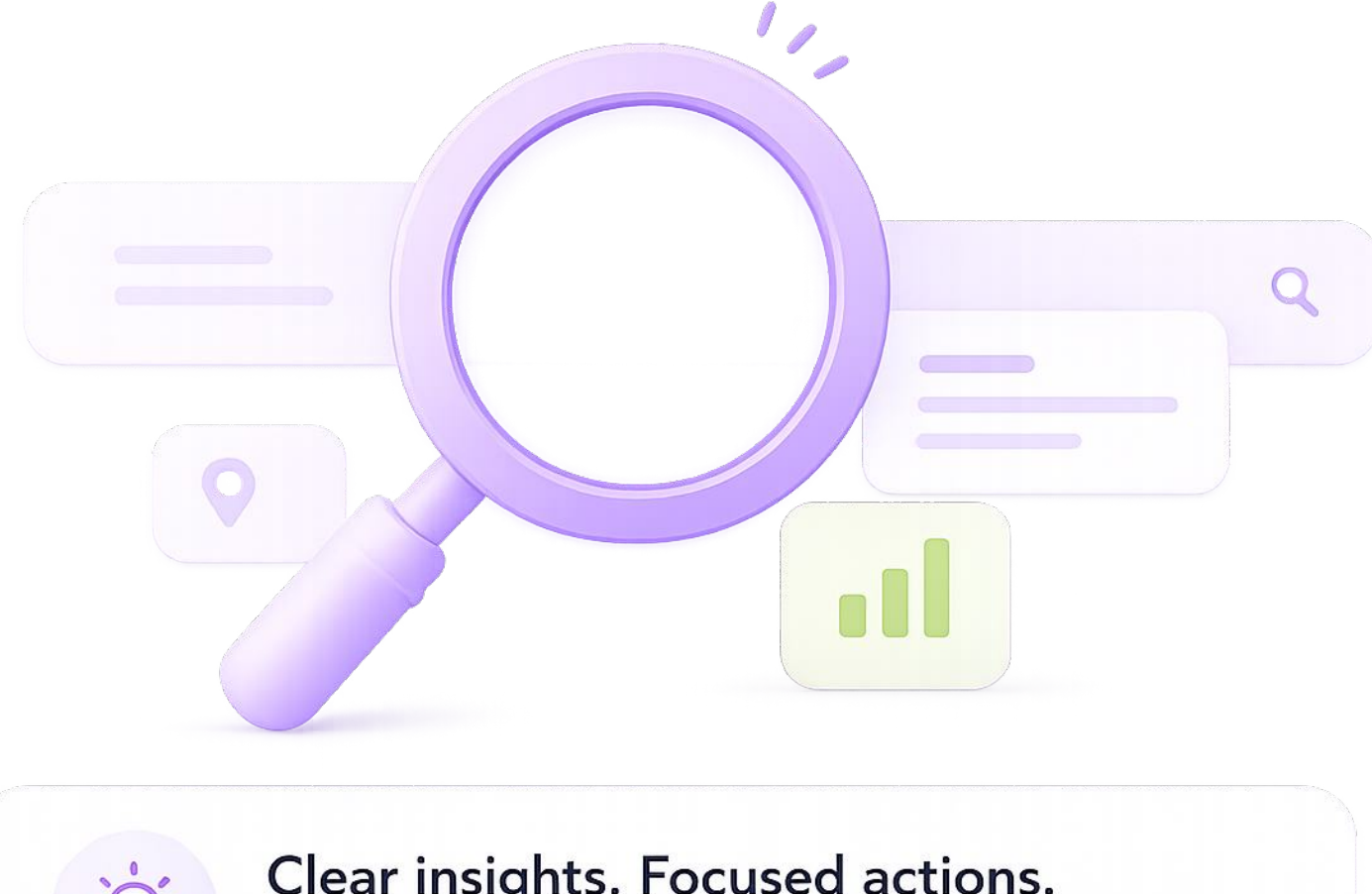
Chicago represented a mature and highly competitive legal market. Michigan offered opportunities for faster visibility gains but still required a structured local strategy.

Success could not be measured by applying identical expectations to both offices. Each market required its own benchmark for progress.



WHAT WE FOUND

Four opportunities hiding in plain sight.



Clear insights. Focused actions.
Stronger visibility. Better outcomes.

01 Technical Foundations Needed Improvement
Core technical elements including titles, meta descriptions, headings, schema, ALT attributes, and sitemap signals required optimization.

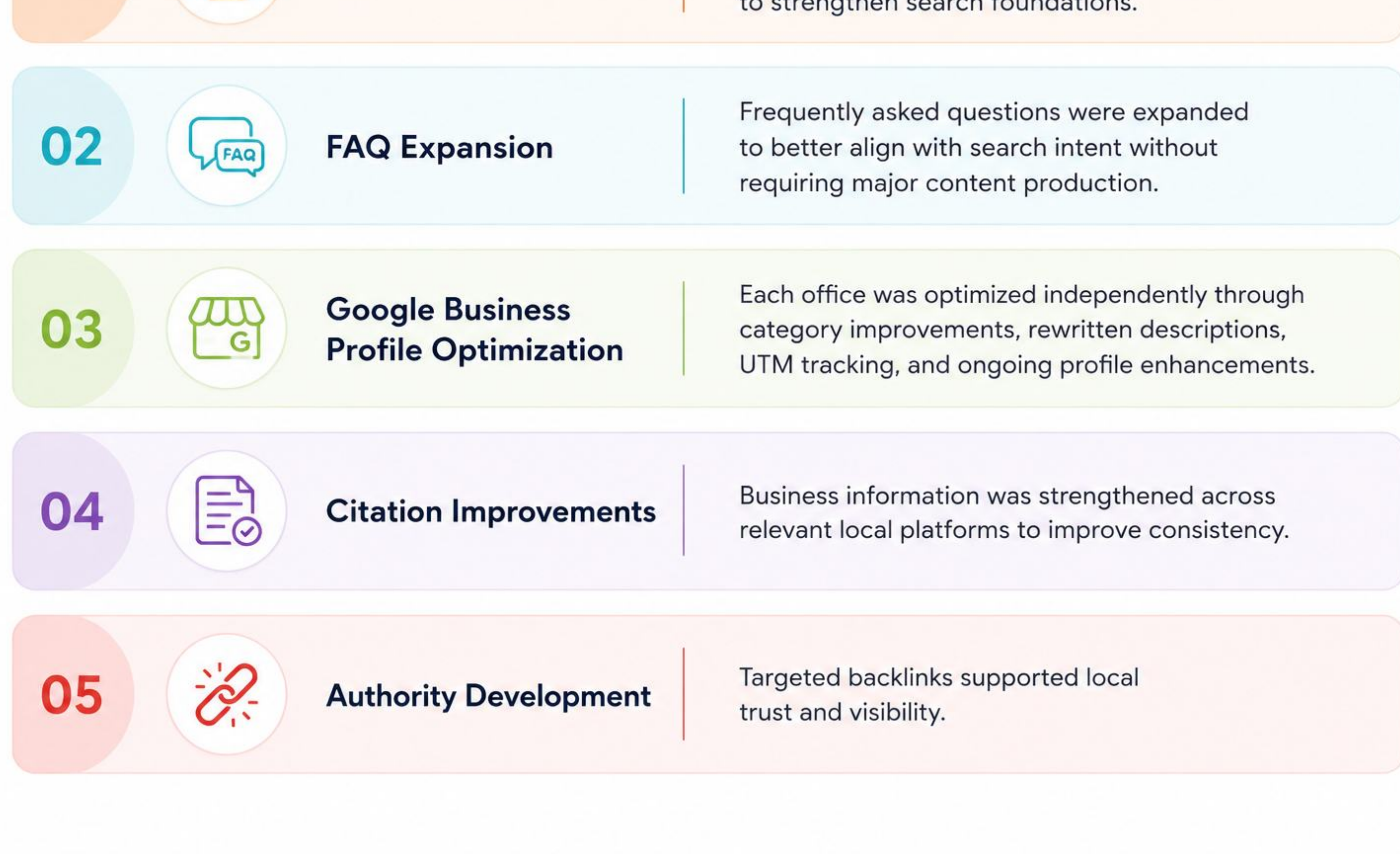
02 Local Profiles Needed Stronger Optimization
Google Business Profiles were not fully positioned to maximize local visibility.

03 Authority Signals Could Be Strengthened
Local citations and backlinks presented an opportunity to improve trust and relevance.

04 Search Intent Opportunities Existed
FAQ expansion created opportunities to align content more closely with how potential clients search.

WHAT CHANGED

Five levers, moved in sequence.



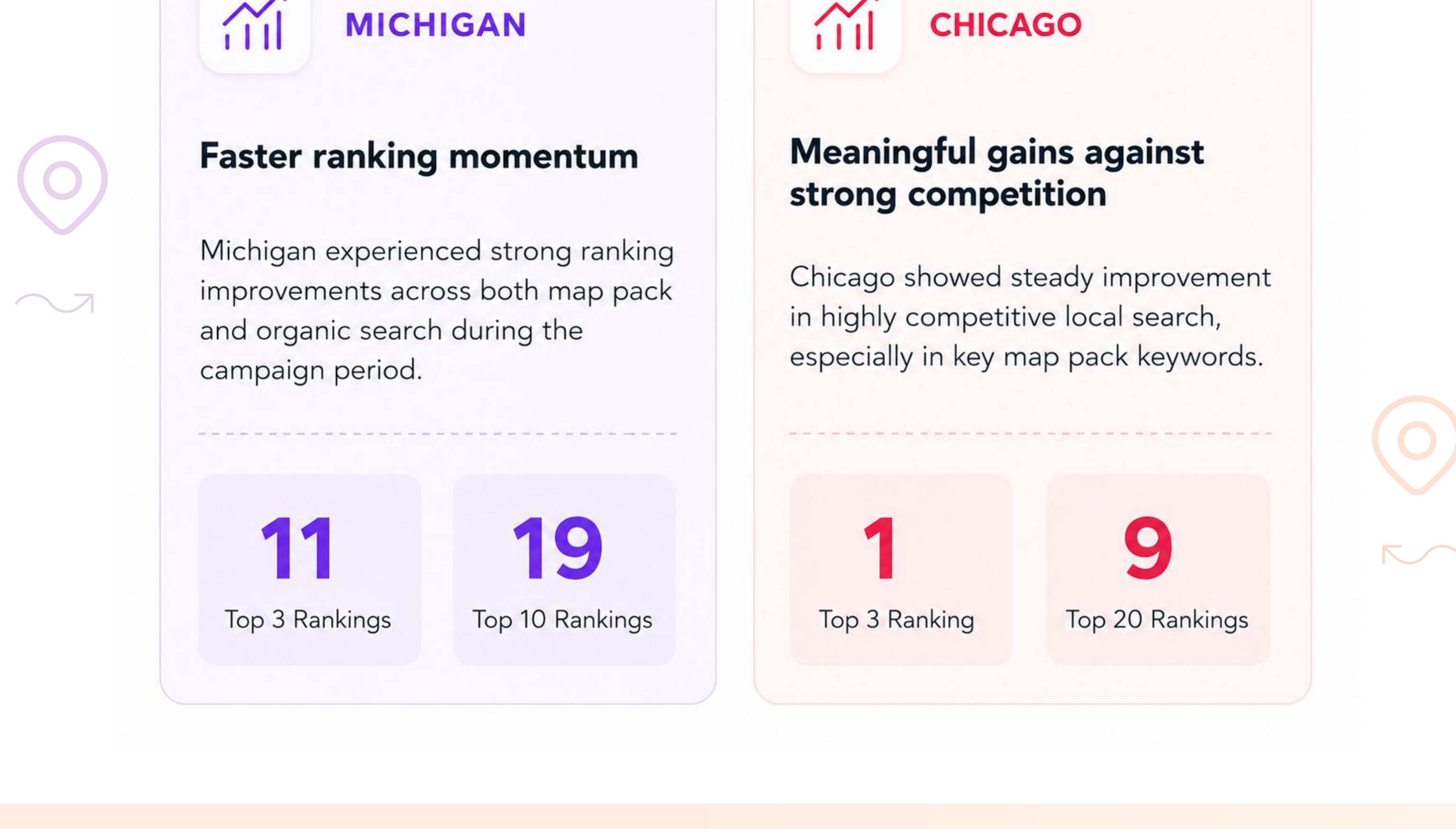
WHY THIS STRATEGY WORKED

Fundamentals first. Expansion later.



MARKET COMPARISON

Two stories of progress.



KEY TAKEAWAY

Multi-location SEO is not about duplicating the same playbook across every office.

The stronger approach is to build a shared foundation while adapting execution to each market. Meaningful visibility gains can be achieved without large-scale website expansion when technical SEO, Google Business Profile optimization, local authority, and market-specific execution work together.

ABOUT SOCIOSQUARES

Easier to find. Easier to trust. Easier to choose.

SocioSquares helps businesses become more discoverable where modern customers search, including Google Search, Google Maps, and emerging AI-powered search experiences.

We believe successful search marketing starts with understanding the business behind the website. Every strategy is built around market realities, customer behavior, and long-term growth rather than generic checklists.

Whether your business operates in one market or many, our goal is simple: help you become easier to find, easier to trust, and easier to choose.



OUR SERVICES

