One Scales

GUTTERS PLUS INC

LOCAL SEO CASE STUDY

From zero visibility to the top 3 on Google Maps

Gutters Plus Inc now ranks in the top 3 at 97% of map points across San Diego, and #1 at most of them

20 of 35

Map points at #1

Before: 0 · One Scales local rank tracker

97%

Map points in the top 3

34 of 35, before: 0 · One Scales local rank tracker

1.5

Average Google Maps rank

Before: not ranked · One Scales local rank tracker

Google Maps rank across San Diego, before and after



Search term: “gutter installation”. Each circle is one point in a 7 × 5 grid covering San Diego, La Mesa, El Cajon, Spring Valley and National City. The number is the business's Google Maps rank when someone searches from that point. · Source: One Scales local rank tracker

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Overview

Gutters Plus Inc is a family-owned seamless gutter company in San Diego, serving homeowners and property managers across San Diego County. It came to One Scales before doing any marketing, and didn't appear in Google Maps results for its main service. Today it ranks in the top 3 almost everywhere across San Diego for “gutter installation”, and #1 at most points.

Industry	Seamless gutter installation and repair
Platform	WordPress
Location	San Diego, CA
With One Scales	2 years

The challenge

Homeowners looking for a gutter installer search Google and call one of the three businesses shown on the map. Gutters Plus Inc had a strong reputation from happy customers, but it had never done any marketing and didn't show up in those map results at all, so the calls went to competitors. The goal was to put the business in the map's top 3 for “gutter installation” across San Diego, not just near its own address.

The solution

We built the signals Google uses to decide which local businesses show up on the map, and where.

- **Google Business Profile optimization:** made the profile complete and accurate, so Google understands exactly what the business does and where it works.
- **Local citation building:** listed the business across trusted directories, with the same name, address and phone everywhere.
- **Better on-site content:** improved service and location content to match what San Diego homeowners search for.
- **Website interlinking:** connected service and location pages, so Google sees how the site's expertise fits together.
- **Analytics and monitoring:** tracked map rankings across a grid of points in San Diego, and adjusted as rankings moved.

Results

Ranks are for the search “gutter installation”, checked from 35 points across San Diego.

METRIC	BEFORE	AFTER	CHANGE	PERIOD	SOURCE
Map points where the business appears	0 of 35	35 of 35	**+35**	Before vs latest scan	One Scales local rank tracker
Map points at #1	0 of 35	20 of 35	**+20**	Before vs latest scan	One Scales local rank tracker
Map points in the top 3	0 of 35	34 of 35	**+34**	Before vs latest scan	One Scales local rank tracker
Average Google Maps rank	Not ranked	1.5	**Top 3**	Before vs latest scan	One Scales local rank tracker

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> “One Scales has been handling my SEO, and I’m really happy with their work. It’s been a pleasure working with them, and I’d definitely recommend One Scales to anyone looking for SEO help.”
>
> Ethan, Gutters Plus Inc

About One Scales

One Scales is an Austin, TX based AI SEO (GEO) and SEO partner that helps businesses get seen and picked in ChatGPT, Claude, Grok, Gemini and Google.

AI SEO (GEO and AEO)
Get named and cited in ChatGPT, Claude, Grok, Gemini and Google's AI answers.

SEO
Technical, content, local and authority work that grows Google search traffic.

PPC
Google Ads and Meta (Facebook and Instagram) campaigns built around conversions.

Web design, code and Shopify
Fast, secure sites and stores your team can manage.

We focus on conversions, sales and leads. Real KPIs.

Want your business at the top of Google Maps? Book a free consultation.

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Book a call