

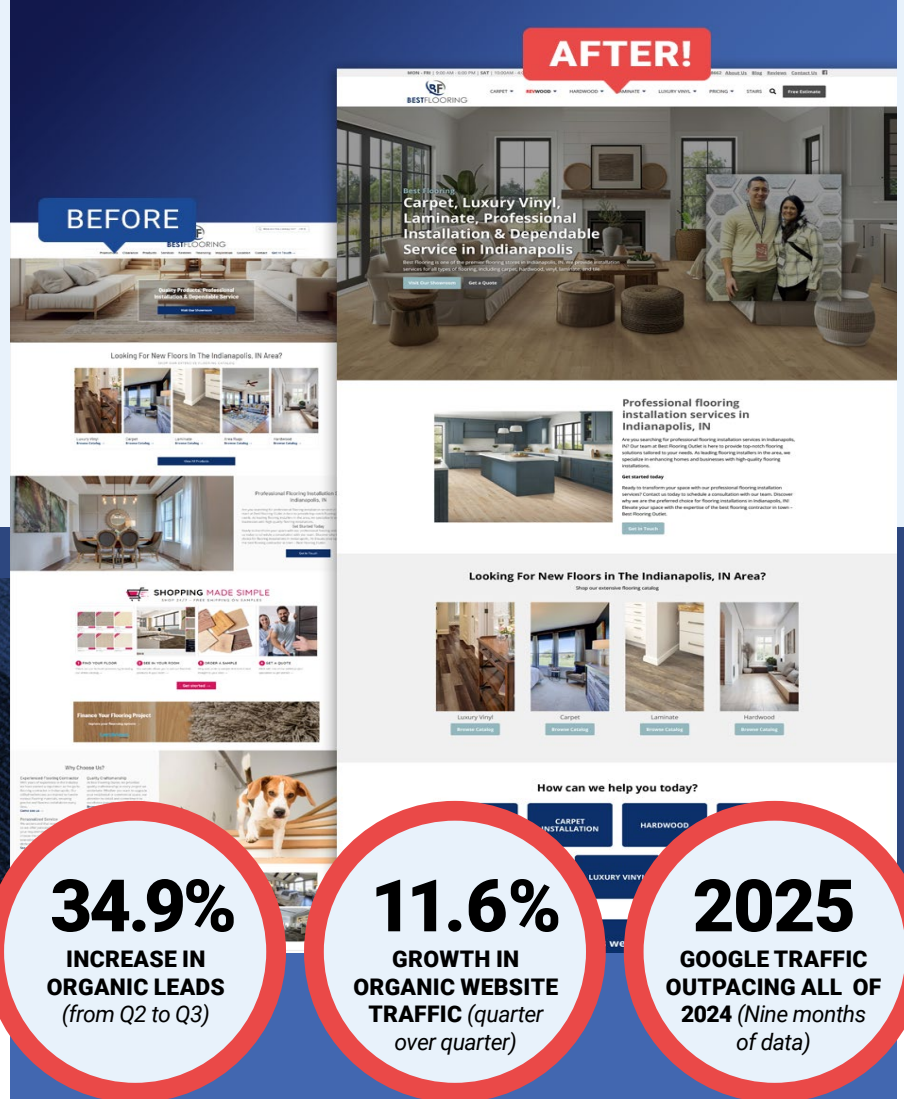
# Case Study for Best Flooring

## Flooring Solutions



## About

**BEST FLOORING** is a family-owned flooring company specializing in carpet, laminate, LVP, and hardwood. Serving Indianapolis, IN, and the surrounding areas, they focus on delivering exceptional customer service and high-quality flooring solutions.

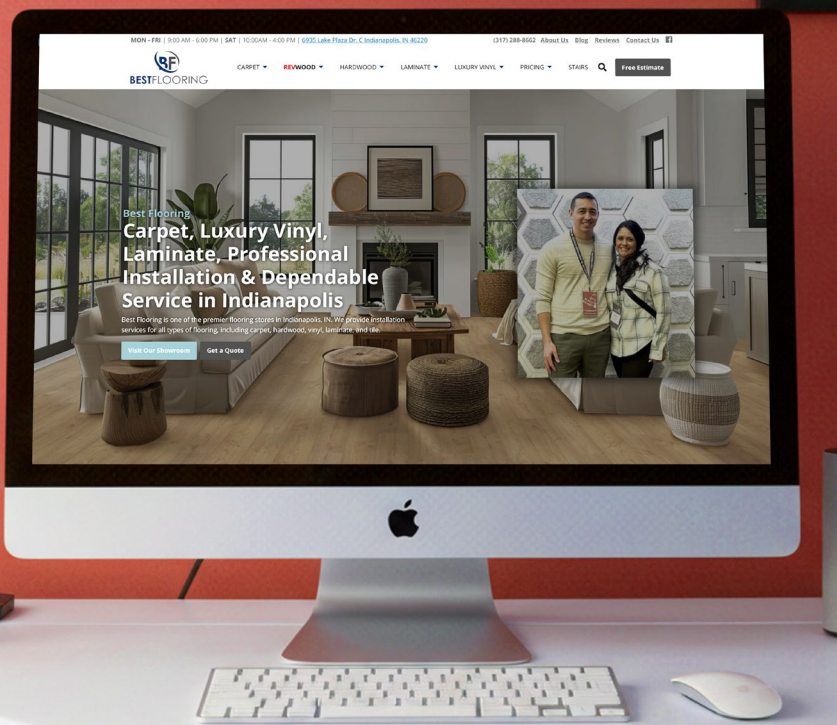


## Challenges

As a young flooring business founded in 2023, Best Flooring needed a stronger online presence to compete locally and generate consistent leads. To grow, they needed a website that appeared in search results, which would help make the phone ring, and an optimized Google Business Profile that attracted ready-to-buy homeowners.

### A few of the challenges Best Flooring faced:

- Little online visibility as a newer business
- Website not yet optimized to drive traffic or convert leads
- Google Business Profile underperforming for discovery and engagement
- No consistent, predictable flow of calls and estimate requests



[www.bestflooring.com](http://www.bestflooring.com)

## Solution

Partnering with **Floorzap Growth Websites & Digital Marketing**, Best Flooring rebuilt its digital presence around a high-performing, conversion-focused foundation.

### The Floorzap Growth solution included:

- Professionally built, SEO-optimized, mobile-friendly website
- Service and product pages designed to rank and convert
- City-specific landing pages to improve search visibility across Indianapolis
- Google Business Profile optimization to boost discovery and engagement
- Integrated **Floorzap Lead Management System** for faster, more organized follow-ups
- Ongoing strategic support from a dedicated Customer Success Manager
- Local Service Ads (LSAs) implemented and managed to bring in qualified leads

## Success

A high-performing website and stronger Google visibility became the foundation for measurable growth. From April through September 2025, Best Flooring experienced these results:

- Google Business Profile website clicks are already outpacing all of 2024 — **up 10.2%** not including Q4 performance.
- Google Business Profile traffic surpassed last year's total, showing an **8.6% lift in discovery and visibility**.
- **Organic website traffic increased 11.6% from Q2 to Q3**, bringing in more high-intent flooring shoppers
- Lead volume grew steadily — **34.9% more organic leads generated in Q3 compared to Q2**, driving more calls and estimate requests

Consistent improvements across search, website activity, and lead generation positioned Best Flooring for continued growth heading into 2026.

## Want to have success like Best Flooring?

Let Floorzap Growth help your company attract more leads, book more jobs, and dominate local search.

[Get More Local Leads](#)

– Lead Generation – Marketing – Improve Search Ranking – Modern Design – Google Listing Optimization – Reputation Management

