

Utopiads Achieves Multi-Market Visibility with Location-Specific SEO

Client Background

Utopiads is a marketing and CRO services company targeting North American SMBs across multiple verticals (e.g., legal, trades, home services). The organization engaged SEO to expand beyond a single market and **grow international (Canada + USA) inbound demand** through location-specific service pages, topical authority content, and Google Business Profile (GBP) visibility.

Initial goals (from brief):

- Become discoverable across **10 priority cities** (5 in Canada, 5 in the USA).
- Capture intent for **4 core services** (with sub-services) via localized landing pages.
- Build topical authority with research-driven blogs.
- Increase organic clicks to **700+/month**, achieve **5+ first-page keywords**, and improve Maps visibility and domain authority.

Project window: 2024-11-01 → 2025-09-30 (America/Toronto)

Challenge

Utopiads needed to scale organic acquisition across multiple metros while preserving message clarity and conversion intent:

- **Lack of city-specific presence:** No systematic footprint for priority cities (Toronto, Ottawa, Chicago, New York, etc.), limiting non-brand discovery.
 - **Content gaps:** Existing pages did not comprehensively map services × locations; blogs lacked location-relevant depth.
 - **Authority constraints:** Limited location-relevant backlinks to support rankings at city level.
 - **GBP cadence:** Inconsistent GBP updates/services listings across weeks, constraining local discovery and engagement.
 - **Operational scale:** Rolling out ~200 localized pages required a repeatable system for research, copy, on-page, and publishing.
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Solution & Approach

A two-phase, systems-driven SEO program combining **foundational fixes** with **location-specific scale**.

Phase 1 — Initial Setup & Core Optimization (2024-11 to 2025-01)

Goal: Establish a strong SEO foundation.

- **Content & On-Page Refinement:** Clarified service messaging; prepared sub-service structure.
- **Technical & IA Prep:** Baseline site audit; sitemap and internal linking plan.
- **Estimates:** ~33 hours; **\$330**.

Phase 2 — Location-Specific SEO (2025-02 to 2025-09)

Goal: Win SERPs in target cities with localized depth and authority.

1. **Local Landing Pages (Services × Locations)**
 - **Scope:** 4 main services + sub-services × **10 locations** → **~200 pages**.
 - **Work:** Research, copy, on-page, internal links, conversion blocks.
 - **Estimate:** ~180 hours; **\$1180**.
1. **Topical Authority Blog Strategy**
 - **Scope:** Research **20 high-impact topics**; briefs provided (publishing by in-house team).
 - **Estimate:** ~15 hours for research/briefs; **\$165**.
1. **Location-Specific Backlinks**
 - **Scope:** Foundational and directory links by city; outreach for citations/mentions.
 - **Estimate:** ~40 hours; **\$440**.
1. **Google My Business (GBP) Optimization**
 - **Scope:** Optimize profile(s), **weekly updates**, services/categories hygiene.
 - **Estimate:** ~40 hours; **\$440**.

Total Phase 2: ~275 hours over 6 months; **\$3025** (as scoped).

Implementation Timeline

2024-11 → 2025-01 (Foundation)

- Project kickoff, core on-page refinement, IA planning.
- Technical/audit baselines.

2025-02 → 2025-06 (Build)

- Rolling launch of city pages (services × 10 locations).
- Blog topic research/briefs (20 topics) completed.
- Backlink groundwork for priority metros.

2025-09-16 → 2025-09-18 (Quality Pass)

- **Sitemap page optimization + website audit** completed (Aman).

References:

- <https://utopiads.com/site-map/>
- Google Doc (site map optimization)
- Onsite + technical audit logged.

2025-09 (Engagement & Local Signals)

- **GBP posts published** on 2025-09-16, 2025-09-20, 2025-09-22, 2025-09-29 (with service additions pending on several dates).

Example live post URL referenced: **/advertising-agency-in-toronto/** (2025-09-29).

- **Industry page content creation** (Trisha, 2025-09-14): refined earlier drafts + created 5 new industry pages (roofing, HVAC, plumber, window tinting, garage flooring/epoxy).
- **Service page content (industry)** on 2025-09-03: Kitchen Remodel Advertising, Custom Home Builder Advertising (drafts in Google Docs).

2025-10-01 (Post-window planned)

- Future GBP post planned (to keep cadence beyond the project window).

Note: Several “Add Services to GBP Profile” sub-tasks were opened across the weeks of 2025-09-02 → 2025-09-11 and marked pending in parts; cadence and completion to be finalized in the next cycle.

Results & Metrics

(Reported projections from the proposal; replace with actuals once verified via GSC/GA/GBP.)

- **SEO (Sitewide/Local):**
 - Organic traffic: ↑ []% vs. 2024-11 baseline.
 - **Clicks: ≥ 700+/month** by month 6 **[To be validated]**.

- **Rankings: 5+ first-page keywords** for service + location terms **[To be validated]**.
- **Maps/Local:** Visibility for location queries improved []%; GBP actions ↑ []%.
- **Authority:**
 - Domain Authority: **+5 to +10** points **[To be validated]**.
 - Location-relevant referring domains: [] new.
- **Engagement & CTR:**
 - CTR: ↑ **10%** through improved titles/meta **[To be validated]**.
- **Ops Efficiency (Scale Program):**
 - Systemized page production enabled **~200 localized pages** with consistent QA and on-page structure; time saved [] hrs/week vs. ad-hoc builds.

Replace placeholders with verified numbers from GA4/GSC/GBP at the monthly reporting checkpoint.

Key Takeaways

1. **Programmatic Local SEO Wins Across Metros:** A services × locations matrix (200 pages) created durable surface area for discovery and conversions across Canada and the USA.
2. **Cadenced Local Signals Matter:** Weekly **GBP** updates plus services/category hygiene reinforced local relevance and supported Maps visibility.
3. **Authority Compounds with Focused Local Links:** Foundational, location-relevant citations/backlinks accelerated early traction while preparing for higher-effort paid/link-placement strategies.