

# Local Traffic and AI Visibility in 12 Months

Service rendered: Local SEO

Client industry: Towing and Recovery

Upreports

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# CLIENT OVERVIEW

Client is a professional towing and recovery company serving the Brisbane, Australia region. The company offers 24/7 towing services for cars, trucks, and machinery, ensuring fast and reliable tow truck support.

The client aimed to dominate local searches through Google My Business listing and website. Visibility on ChatGPT and Gemini was also a priority for the client in 2025.



# PROJECT GOALS

The client wanted to strengthen their local online presence and generate more inquiries through local search and AI engines. Local SEO goals included:

- Ranking in Google's 3-Pack for 20+ keywords like 'tow truck in Brisbane'
- Increasing phone calls from Google Business Profile.
- Improving local visibility through website ranking
- Get visibility on AI engines.



# INITIAL ANALYSIS

Before implementing the strategy, our team conducted a full Local SEO and AI audit.

Key issues identified:

- Poor rankings for location-based towing keywords.
- Low visibility and engagement on Google Business Profile.
- Inconsistent NAP (Name, Address, Phone) details across local directories.
- Lack of local backlinks and location-based content.
- Website missing SEO-optimized metadata and local landing pages.



# WORK APPROACH

A major focus of the strategy was optimizing Google Business Profile for the business.

## Our improvements included:

- Updating business categories, services, and service areas.
- Writing an SEO-friendly business description with local keywords.
- Publishing weekly posts to improve engagement.
- Implementing a monthly review generation strategy.



# WORK APPROACH

We improved the website to support stronger local search rankings.

## Key optimizations included:

- Creating location-focused pages and content targeting Brisbane searches.
- Optimizing Meta details and content with local keywords.
- Improving site structure and internal linking.
- Adding service pages targeting specific towing services and locations.

These changes helped the website rank higher for high-intent local search queries.



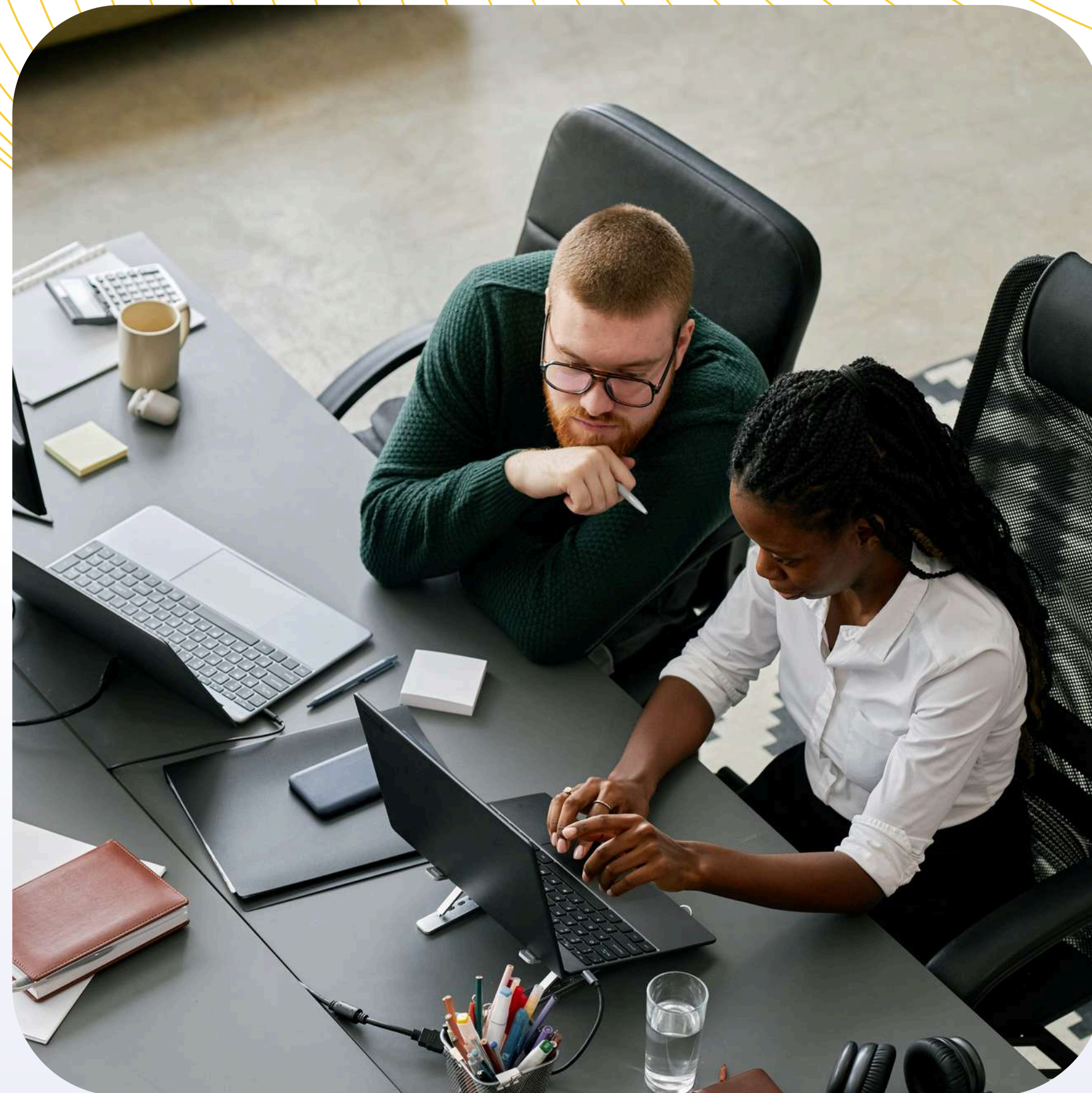
# WORK APPROACH

To strengthen the business's local and AI authority, we focused on citation consistency and backlink building.

Actions included:

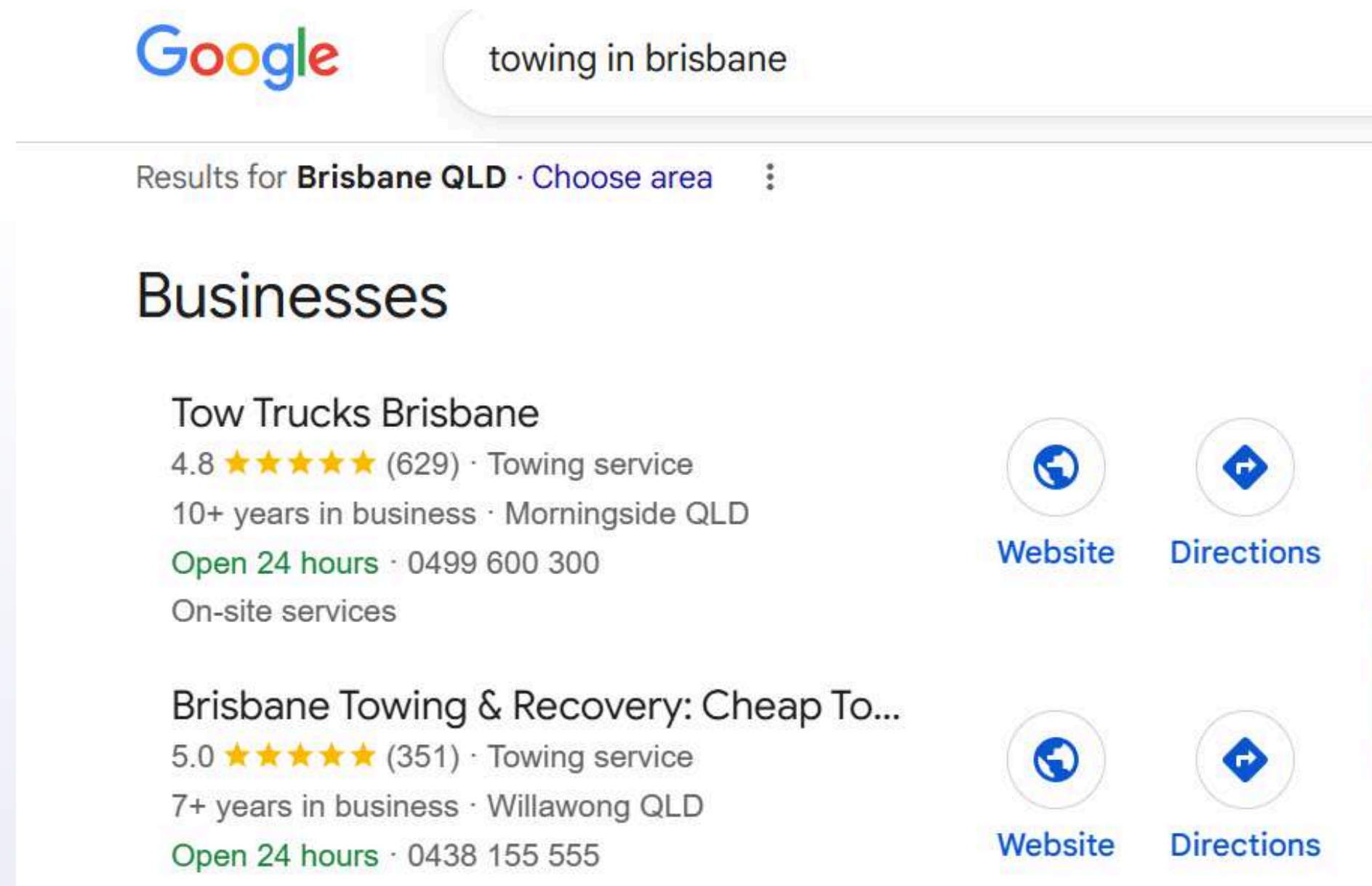
- Creating and correcting listings on high-authority local directories.
- Ensuring consistent Name, Address, and Phone (NAP) details across platforms.
- Acquiring local and niche backlinks related to towing and recovery.

This significantly improved search engine trust and local ranking signals.



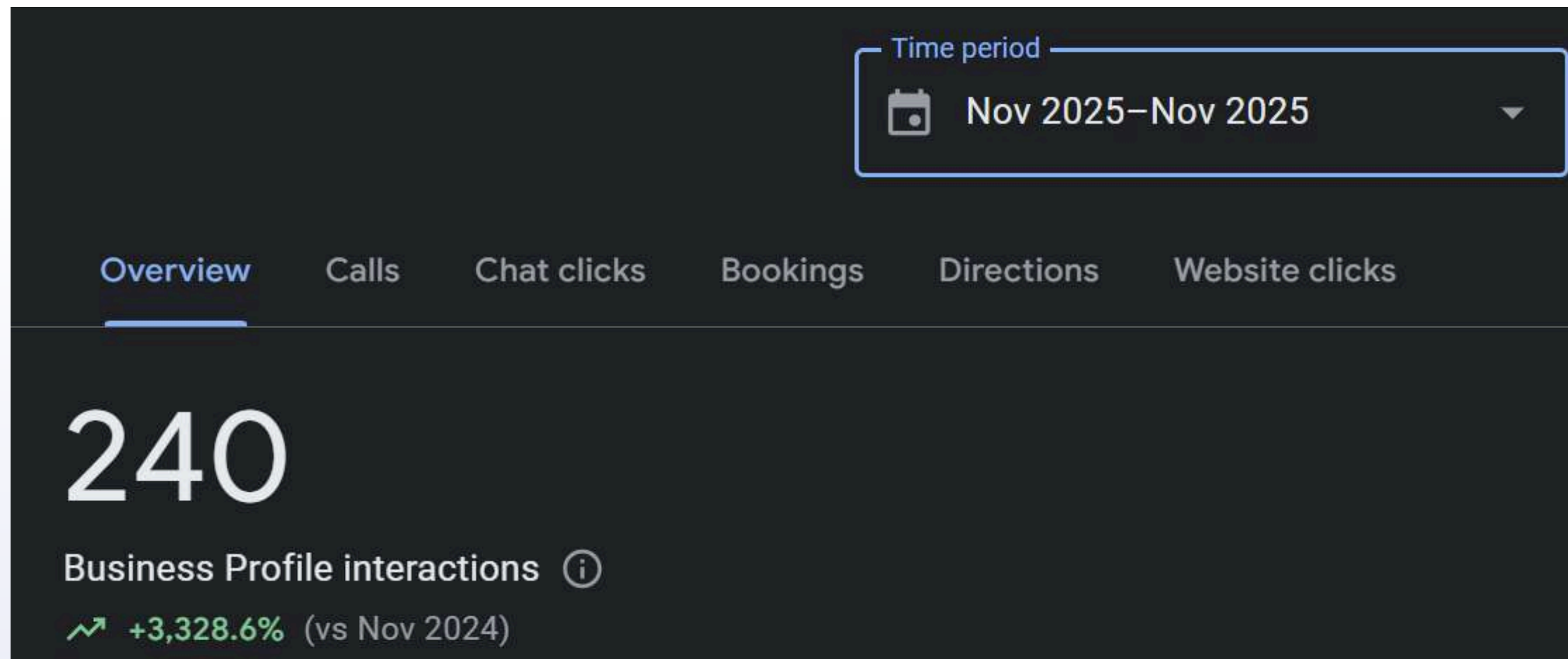
# WORK RESULTS

Presence in Google's 3-Pack for "tow truck in Brisbane," "tow truck Brisbane," and related searches. Here's is the screenshot:



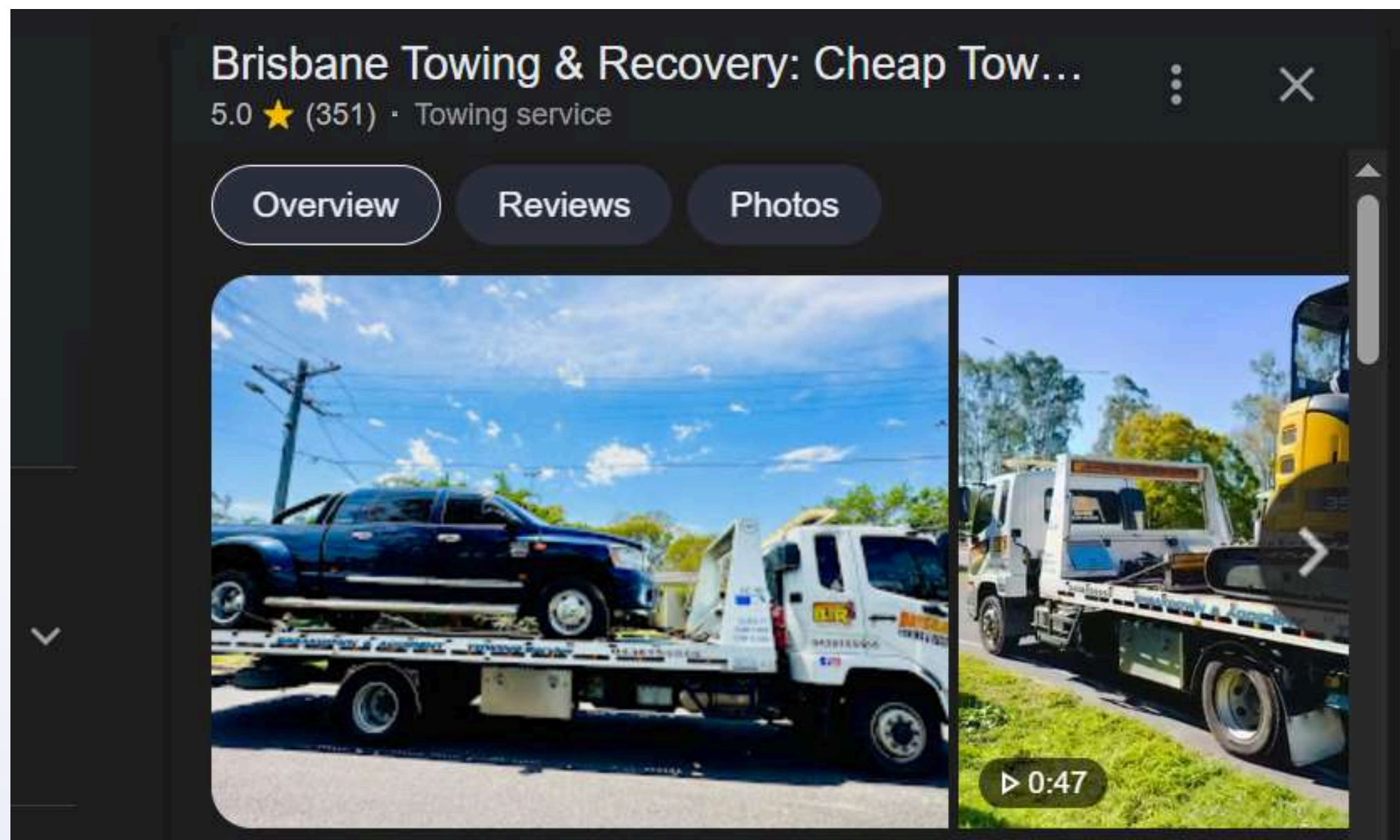
# WORK RESULTS

3328% increase in phone calls in November 2025 when compared to similar month of the previous year.



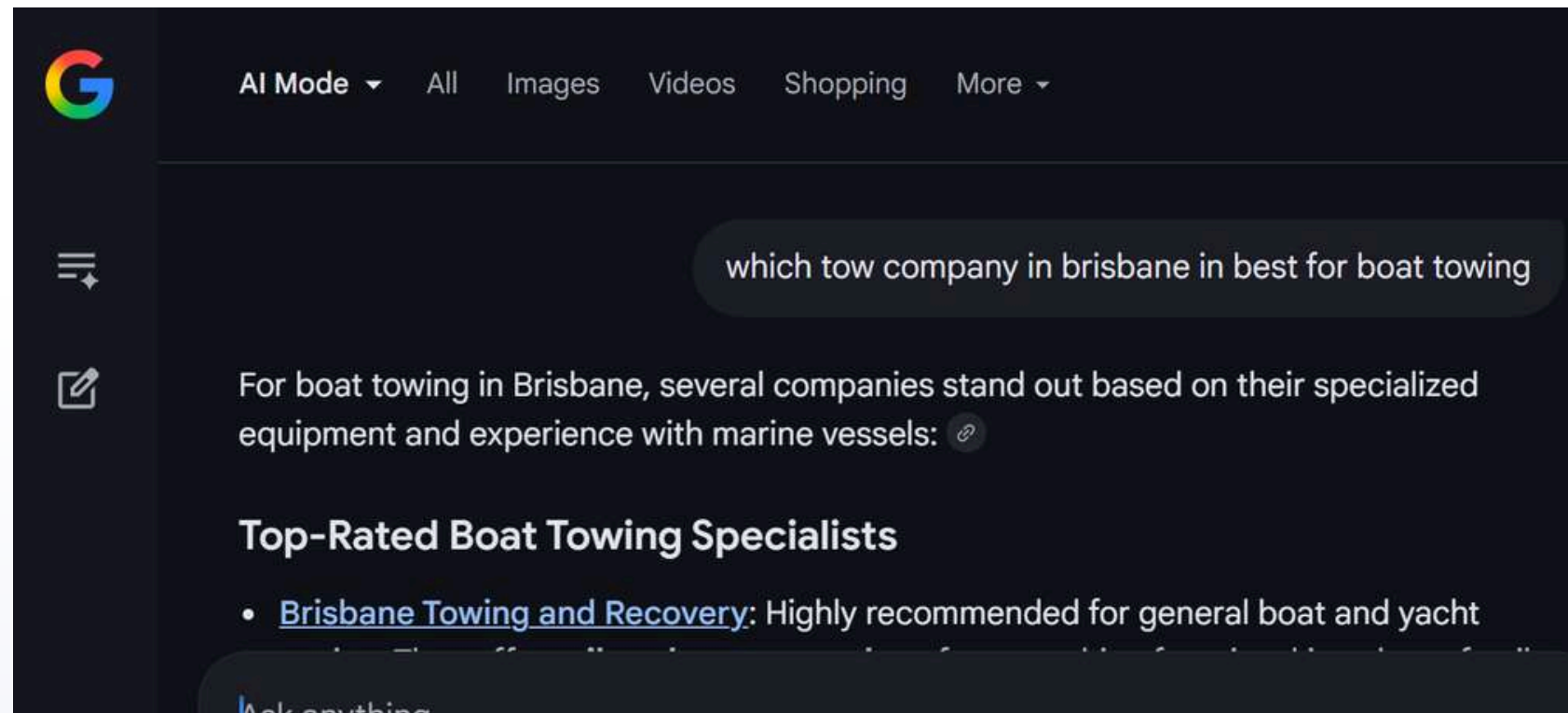
# WORK RESULTS

An yearly long engagement helped Brisbane Towing & Recovery cross the milestone of 350+ reviews on GMB. These reviews improved local trust, boosted profile engagement, and contributed to higher rankings in the local map pack.



# AI VISIBILITY RESULTS

Manual AI searches revealed a strong upward trend in AI visibility on ChatGPT, Gemini, and Google AI Mode.



AI Mode ▾ All Images Videos Shopping More ▾

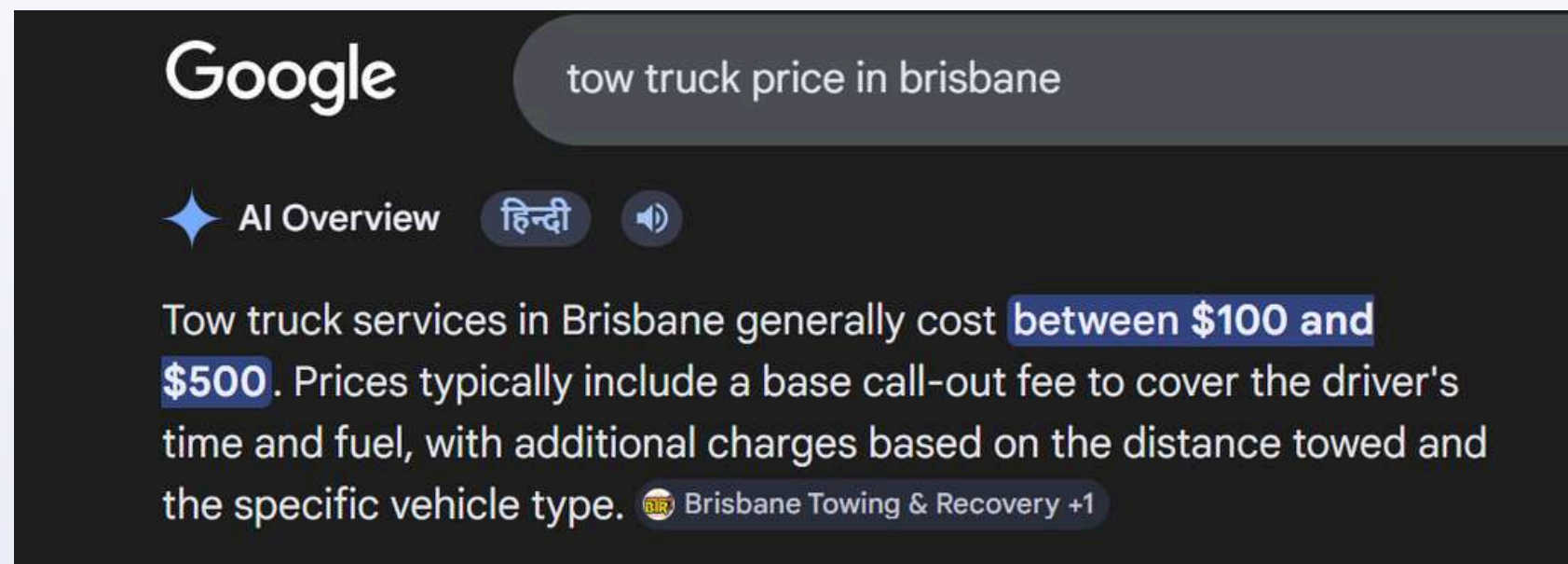
which tow company in brisbane in best for boat towing

For boat towing in Brisbane, several companies stand out based on their specialized equipment and experience with marine vessels: [🔗](#)

### Top-Rated Boat Towing Specialists

- [Brisbane Towing and Recovery](#): Highly recommended for general boat and yacht

Ask anything



Google

tow truck price in brisbane

AI Overview हिन्दी 🔊

Tow truck services in Brisbane generally cost **between \$100 and \$500**. Prices typically include a base call-out fee to cover the driver's time and fuel, with additional charges based on the distance towed and the specific vehicle type. [📍 Brisbane Towing & Recovery +1](#)

best review tow truck provider in brisbane



Here are the best-reviewed tow truck companies in Brisbane based on ratings, volume of reviews, and consistent customer feedback 📍

### ★ Top-rated towing companies (Brisbane)

#### 🏆 [Brisbane Towing & Recovery](#)

★ 5.0 • Towing service • [Open](#)

- One of the highest-rated overall (huge number of reviews)
- Known for fast response + professional drivers
- Handles breakdowns, accidents, and general towing

📍 Best all-round choice with strong reputation



# WORK TIMELINE

The local SEO campaign for the Australian towing service provider was executed over a span of 1 year with focused and structured efforts.

We worked on a monthly retainer and executed Deliverables that included widely range of local SEO, link building, content, social media, and AI practices to generate fast results.



# TEAM INSIGHTS

A team of 4 marketing professionals were assigned to the project, namely:

- 2 SEO Experts: Website Optimization, backlink creation, GMB Optimization, and more.
- Content creator: GMB posts, web page content writing, social updates, and more
- Marketing strategist: SEO strategy, AI action plan, performance review, and more.



# WORK REPORTS AND COLLABORATION

We maintained regular updates with the client to ensure transparency and alignment. Reports shared included:

- Monthly keyword ranking snapshots.
- GMB insights on calls, direction requests, and clicks.
- Action plans for upcoming month.
- Complete list of activities undertaken with active links



# PROJECT SUMMARY

Our tailored local SEO strategy helped Australian towing company gain real visibility, trust, and leads online. Through a combination of optimized local content, Google Business management, directory consistency, AI strategy integration, and new asset creation, we ensured the business could compete and win in the local towing market.

Team Upreports used its vast experience in reverse Local SEO, GMB optimization, Google search console, paid campaigns, and growth tracking to generate value in less than 4 months.



# WANT A SIMILAR SUCCESS STORY?

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today.

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