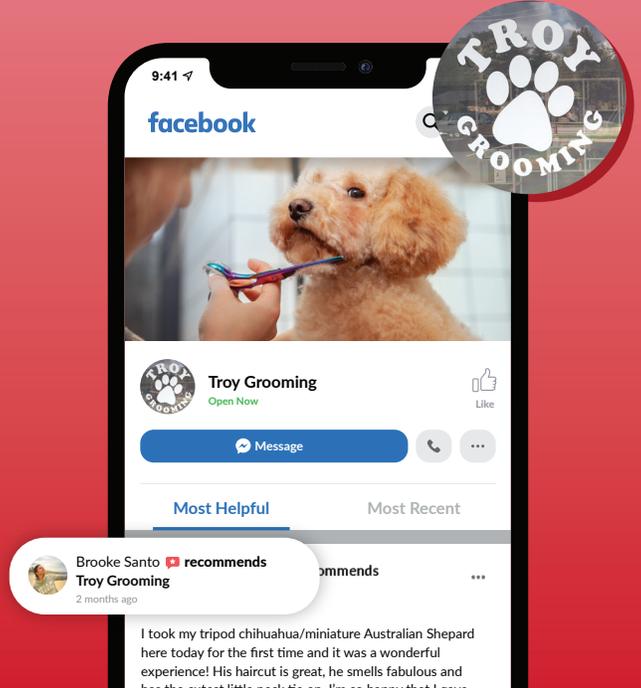


# Troy Grooming's Journey to a New Digital Presence

Learn how we helped clean up Troy Grooming's new online branding with a personalized digital marketing plan.



Years with RevLocal

4+

Services Used

3

- Local Search
- Review Marketing
- Website Services

## Challenge

Renaming your business can be tricky. Troy Grooming needed to redirect clientele, update directories, and spread social awareness of their changes. So, they turned to us for help.

## Process

RevLocal updated each of Troy Grooming's listings with their new information and set redirects to help maximize new conversions. Using Local Search helped effectively spread awareness of these new updates locally.

## Solution

With Local Search, Review Marketing and Website services, Troy Grooming smoothly transitioned to their new company name. We consolidated everything to help direct clientele to the right sites, while tracking conversions, impressions and site traffic for their rebranded business.

"RevLocal has been wonderful at building a relationship and understanding my business. Everyone I've worked with is extremely professional and truly cares about how my business is doing."

*Angela Cucchi, Troy Grooming*

143% New Search Views

Our Local Search strategy boosted Troy Grooming's online visibility, resulting in a remarkable **143.3% surge** in search views.

150% Google Views

By helping Troy Grooming show up on Google, we increased their **visibility by 150%** — making it easier for customers to choose them over their competitors.