



D Highway Storage: Increasing Search Visibility 3X with 6Storage SEO

A Case Study in Self-Storage SEO, Local Search Visibility, and Organic Traffic Growth

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Executive Summary

6Storage SEO Website Services worked with D Highway Storage to increase organic search visibility, bring more qualified search traffic to the website, and strengthen local engagement through Google Search and Google Business Profile. During the 90-day reporting window ending June 20, 2026, Google Search impressions grew from 6.42K in the previous comparison period to 18.1K, creating a 3X organic visibility growth headline. Organic clicks increased from 271 to 335, delivering +23.6% growth in search traffic.

The campaign also produced measurable local search engagement. Google Business Profile generated 443 profile interactions and 109 calls during the reporting period. Keyword data also showed stronger interaction across local storage terms, including storage units, Farmington MO searches, near-me searches, and climate-controlled storage searches.

Performance Area	Previous Period	Latest Period	Result
Google Search visibility	6.42K impressions	18.1K impressions	3X / +181.9%

Organic clicks	271 clicks	335 clicks	+23.6%
GBP engagement	Tracked during campaign	443 interactions / 109 calls	3-month local engagement total
Local keyword movement	Prior keyword baseline	Stronger interaction across key local terms	Improved local search coverage

About D Highway Storage

D Highway Storage is a self-storage facility serving customers who rely heavily on online search when comparing storage options, checking location details, reviewing availability, and contacting nearby facilities. For local storage businesses, Google Search and Google Business Profile are critical discovery points because many prospects begin their rental journey online before ever calling or visiting a facility.

The SEO campaign was designed to help D Highway Storage appear more often in relevant Google Search results, increase organic website traffic, and create clear reporting that could show measurable performance over a defined 90-day window.

The Challenge: Improving Search Visibility in a Competitive Local Storage Market

Like many local self-storage facilities, D Highway Storage needed to compete for search visibility in a market where prospects often make fast decisions based on convenience, location, relevance, and trust. A facility can offer the right unit mix and service experience, but if it is not appearing often enough in Google Search results or local profile activity, high-intent prospects may never reach the website or call the facility.

- **Limited search visibility:** The previous 3-month comparison period generated 6.42K Google Search impressions, leaving room to expand how often the website appeared in relevant search results.
- **Need more organic traffic:** The campaign needed to increase clicks from people actively searching for storage options, not just generate more impressions.

- **Competitive local keyword opportunity:** Keyword data showed opportunity across searches related to storage units, Farmington MO, near-me searches, and climate-controlled storage.
- **Local engagement needed to be tracked:** Google Business Profile performance needed to show how local prospects were interacting with the facility after finding it in Google.
- **Need clear reporting:** The results needed to be easy for operators to understand and strong enough to use in sales and marketing conversations.

SEO Insight

The strongest proof point is visibility growth. Moving from 6.42K to 18.1K Google Search impressions means the website was shown nearly three times as often in search results, creating more opportunities for website visits, calls, direction requests, and future rentals.

Why D Highway Storage Used 6Storage SEO Website Services

D Highway Storage used 6Storage SEO Website Services because the strategy is built around the practical goals of self-storage operators: more visibility, more qualified website traffic, stronger local search presence, and reporting that clearly shows what changed. The campaign focused on measurable search performance, local engagement, and keyword movement tied to storage-related search intent.

Decision Factor	6Storage SEO Capability
Search visibility growth	SEO strategy focused on increasing how often the facility website appears in relevant Google Search results.
Organic traffic growth	Optimization designed to turn greater visibility into more website clicks from storage-related searches.
Local search engagement	Google Business Profile performance tracking to measure profile interactions, calls, and local actions.
Self-storage focus	Storage-specific SEO approach aligned with how prospects search for units, locations, pricing, availability, and facility features.
Keyword performance tracking	Review of search terms connected to local storage demand, including Farmington, MO and near-me searches.

Performance reporting	Before-and-after comparison using Google Search Console and Google Business Profile data.
Sales-ready proof	Results packaged into a simple story operators can understand quickly: more visibility, more clicks, and measurable local engagement.

SEO Campaign and Reporting Approach

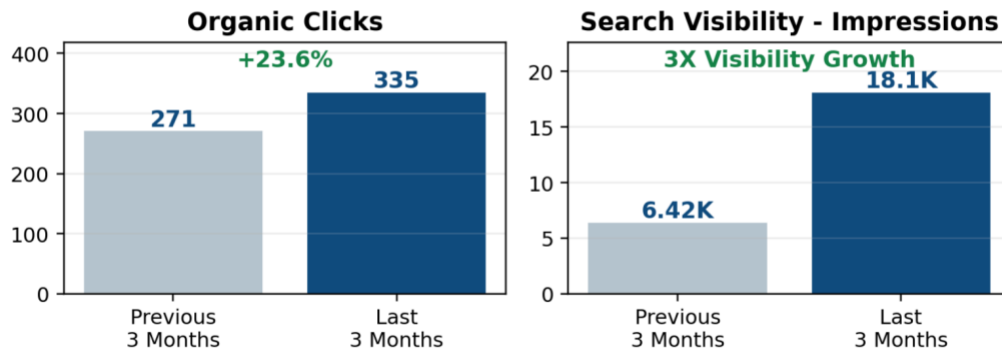
The campaign was measured over a 90-day reporting window and compared against the previous 3-month period. This structure made the results easier to review and helped separate meaningful campaign movement from isolated daily changes.

- **Established the baseline:** Previous Google Search performance was used as the benchmark for clicks and impressions.
- **Improved organic visibility:** The campaign worked to increase the website's presence for relevant self-storage search activity.
- **Tracked click growth:** Organic clicks were measured to determine whether increased visibility was also creating more website visits.
- **Reviewed keyword movement:** Keyword interaction was evaluated across local and commercial-intent search terms.
- **Tracked local engagement:** Google Business Profile interactions and calls were measured to show how search activity translated into local prospect actions.
- **Presented results clearly:** The campaign results were translated into simple metrics and visuals that can be used in conversations with storage operators evaluating SEO services.

Before vs. After Performance

The clearest campaign result came from the comparison between the previous 3 months and the latest 3 months. Total Google Search impressions increased from 6.42K to 18.1K, while organic clicks increased from 271 to 335.

Before vs After: 3-Month SEO Growth



Before vs. after Google Search clicks and impressions.

Google Search Visibility

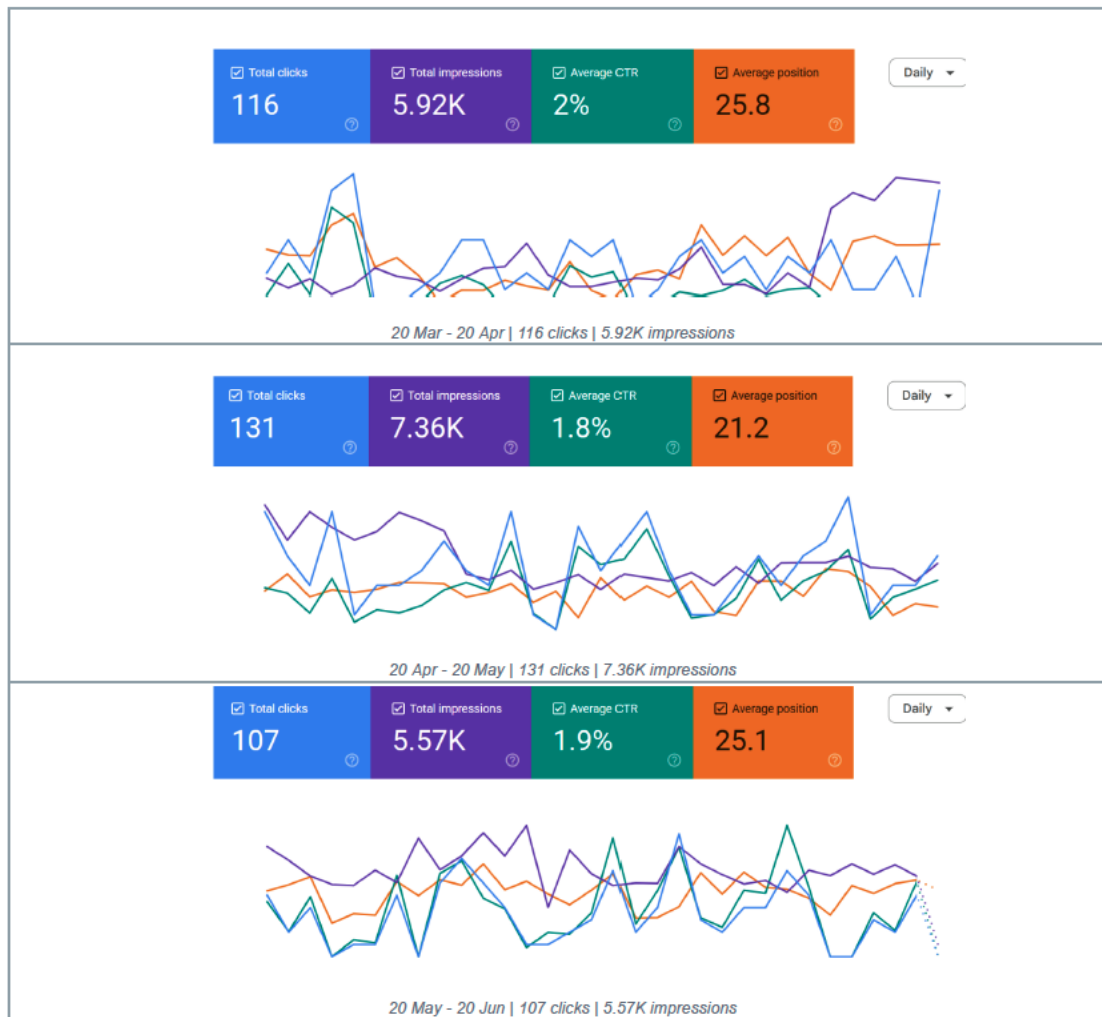
Search visibility increased 3X, with impressions growing from 6.42K to 18.1K. This should be the lead proof point for the case study because it shows that D Highway Storage became much more visible in Google Search during the reporting period.

Organic Click Growth

Organic clicks increased by +23.6%, growing from 271 clicks to 335 clicks. This shows that the added visibility created more website traffic from people searching for storage-related services.

Google Search Console Proof

The Google Search Console comparison screenshot validates the campaign growth and should be used as supporting proof behind the main before-and-after chart. It shows the latest 3-month performance compared with the previous 3-month period, including 335 clicks and 18.1K impressions in the latest period versus 271 clicks and 6.42K impressions previously.



Google Search Console comparison screenshot for proof of campaign growth.

Keyword Interaction Growth

Keyword data showed stronger interaction across important local storage searches. This is useful because it shows the campaign did not only improve broad visibility. It also helped D Highway Storage gain traction on terms connected to real storage intent.

Notable keyword gains included:

- **“storage units farmington mo”** increased from 13 clicks to 29 clicks and from 290 impressions to 451 impressions.
- **“highway d storage”** increased from 5 clicks to 19 clicks.
- **“storage units near me”** increased from 237 impressions to 333 impressions.
- **“farmington mo storage units”** increased from 19 impressions to 75 impressions.

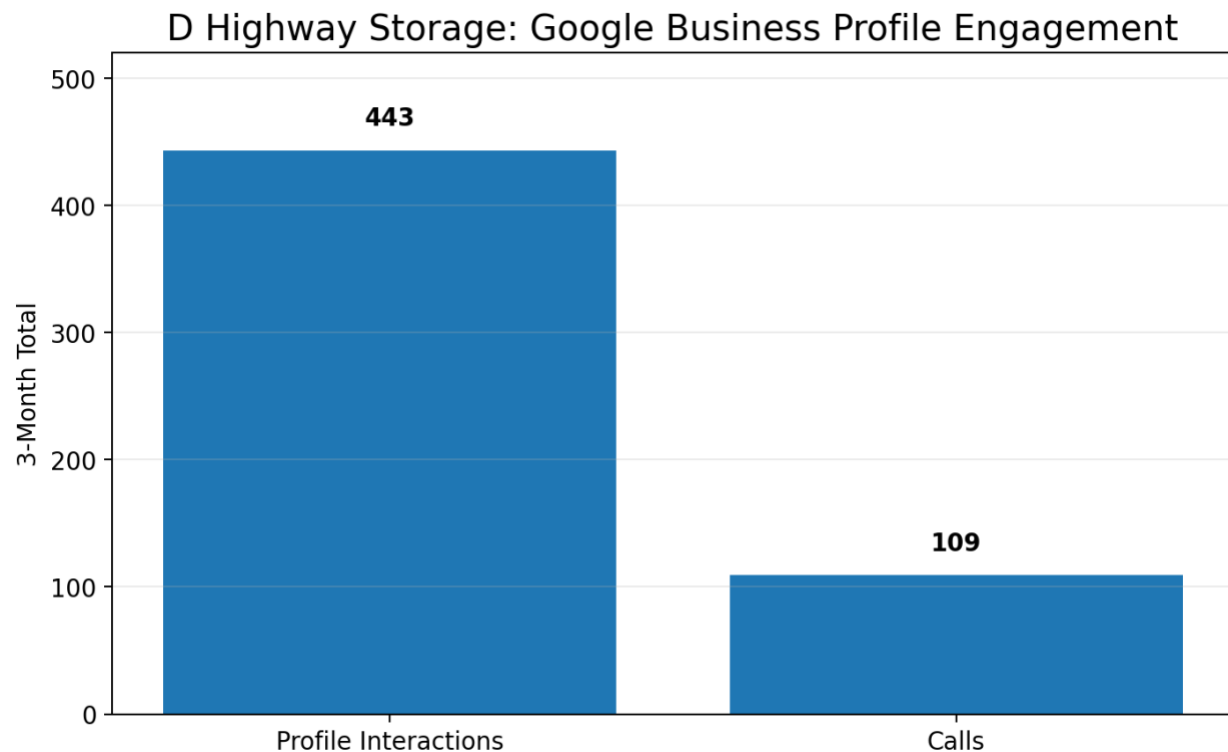
- **“storage unit”** increased from 0 clicks to 3 clicks and from 88 impressions to 137 impressions.

This keyword movement supports the overall SEO story: D Highway Storage expanded visibility across local searches that matter to storage operators.

Google Business Profile Engagement

Google Business Profile engagement remained active throughout the campaign. During the reporting period, D Highway Storage generated 443 profile interactions and 109 calls from Google Business Profile.

These metrics matter because local profile activity reflects how prospects engage with the facility after finding it in Google. For a self-storage facility, profile interactions and phone calls are meaningful indicators of local search demand and buyer intent.



Google Business Profile engagement table or callout.

Use the Google Business Profile data as a local engagement proof point, not as a before-and-after growth claim. The D Highway report provides 3-month totals, but it does not provide a previous-period GBP comparison the same way the Google Search Console section does.

Results

Key Outcomes Following the 90-Day SEO Campaign

- **3X increase in Google Search visibility:** Impressions grew from 6.42K to 18.1K in the latest 3-month period.
- **+23.6% growth in organic clicks:** Clicks increased from 271 to 335, bringing more search traffic to the website.
- **443 Google Business Profile interactions:** Local profile engagement showed that prospects continued interacting with the facility through Google.
- **109 calls from Google Business Profile:** Call activity showed meaningful local engagement from prospects who found the facility through Google.
- **Improved keyword interaction:** D Highway Storage gained stronger visibility and interaction across local storage-related search terms.
- **Clearer SEO performance proof:** The results give 6Storage a sales-ready case study to show what a focused self-storage SEO campaign can accomplish in 90 days.

Measurement note: This case study focuses on visibility, organic traffic, Google Business Profile interactions, calls, and keyword movement. It does not present rental conversion, occupancy, or revenue attribution data.

Why This Matters for Storage Operators

For storage operators evaluating SEO, this case study demonstrates why visibility matters. The more often a facility appears in relevant search results, the more opportunities it has to earn website visits and local engagement from people already looking for storage.

The D Highway Storage campaign also shows the value of clear reporting. Instead of relying on generic SEO language, the results can be explained simply: the website was shown more often, more people clicked, and local prospects continued engaging through Google Business Profile.

About 6Storage SEO Website Services

6Storage SEO Website Services helps self-storage operators improve online visibility, strengthen local search presence, and drive more prospective renters to their websites. Services focus on storage-specific SEO strategy, website content, local search optimization, Google Business Profile performance, and transparent reporting.

Core Services Include: SEO website strategy • Local search optimization • Google Business Profile support • Search performance reporting • Storage-focused website content • Website visibility improvements

Learn more at www.6storage.com

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