



Fountain Lakes Storage: Increasing Search Visibility 5.3X 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 Fountain Lakes 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. In the 3-month reporting period from March 20, 2026, to June 20, 2026, Google Search impressions grew from 29K in the previous comparison period to 153K, creating 5.3X more visibility. Organic clicks increased from 207 to 475, delivering +129.5% growth in search traffic.

The campaign also produced measurable local search engagement. Google Business Profile interactions increased from 415 to 612, and calls increased from 65 to 97. Together, these results create a strong case study for self-storage operators considering SEO as part of their website and lead generation strategy.

Performance Area	Previous Period	Latest Period	Result
Google Search visibility	29K impressions	153K impressions	5.3X more
Organic clicks	207 clicks	475 clicks	+129.5%

GBP engagement	415 interactions / 65 calls	612 interactions / 97 calls	+47.5% / +49.2%
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About Fountain Lakes Storage

Fountain Lakes Storage is a self-storage facility that depends on online visibility and local search discovery to connect with people actively looking for storage. For self-storage operators, Google Search and Google Business Profile are critical touchpoints because many prospects begin their buying journey by comparing nearby facilities, unit options, availability, and contact information online.

The SEO campaign was designed to make Fountain Lakes Storage more visible to those searchers, increase website visits from organic search, and create clear performance proof that could be evaluated over a defined 90-day window.

The Challenge: Improving Search Visibility in a Competitive Local Market

Like many local storage facilities, Fountain Lakes Storage needed to compete in search results where prospective tenants make quick decisions based on visibility, relevance, convenience, and trust. A facility can offer strong service and available units, but if it is not appearing often enough in Google Search and local profile results, high-intent demand can be missed or captured by competitors.

- **Limited search visibility:** The prior 3-month comparison period generated 29K Google Search impressions, leaving significant room to expand how often the website appeared in search results.
- **Need for more organic traffic:** Visibility alone was not enough. The campaign also needed to increase clicks from people actively searching for storage-related services.
- **Local engagement opportunity:** Google Business Profile performance needed to support search visibility by driving more profile interactions and phone calls.
- **Need for clear reporting:** The results needed to be simple enough for an operator to understand and strong enough to use in sales and marketing conversations.
- **Focus on measurable outcomes:** The campaign needed to show performance using Google Search Console and Google Business Profile data, not vague marketing claims.

SEO Insight

The strongest proof point is visibility growth. Moving from 29K to 153K impressions means Google showed the website more than five times as often, creating more

chances for website visits, calls, and future rentals.

Why Fountain Lakes Storage Used 6Storage SEO Website Services

Fountain Lakes Storage uses 6Storage SEO Website Services because the strategy is built around the practical goals of storage operators: more visibility, more local engagement, and reporting that clearly shows what changed. The campaign focused on search performance, local presence, and operator-friendly measurement.

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 and call activity.
Self-storage focus	Storage-specific approach aligned with how prospects search for units, locations, pricing, and availability.
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, more local engagement.

SEO Campaign and Reporting Approach

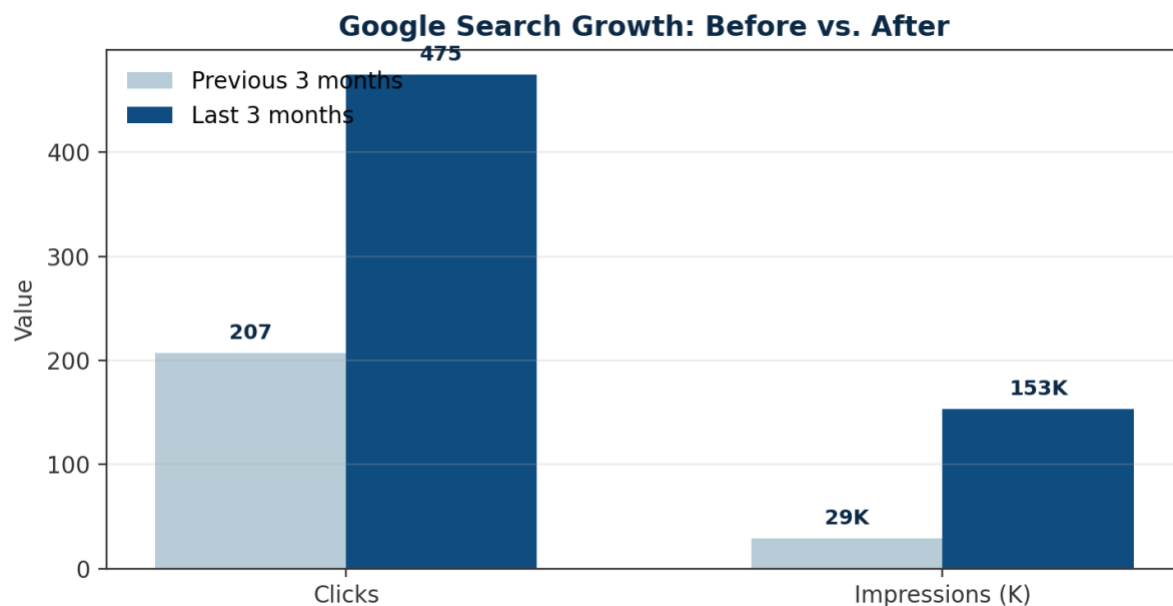
The campaign was measured over a 90-day reporting window and compared against the previous 3-month period. This structure made the results easy to review and allowed the team to separate meaningful campaign movement from isolated daily fluctuations.

- **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 local engagement:** Google Business Profile interactions and calls were measured to show how search visibility translated into local engagement.
- **Reviewed monthly movement:** Month-by-month data was used internally to understand campaign movement, while the public case study keeps the focus on the stronger 90-day before-and-after story.
- **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 29K to 153K, while organic clicks increased from 207 to 475.



Recommended Graph 1: Before vs. after Google Search clicks and impressions.

Google Search Visibility

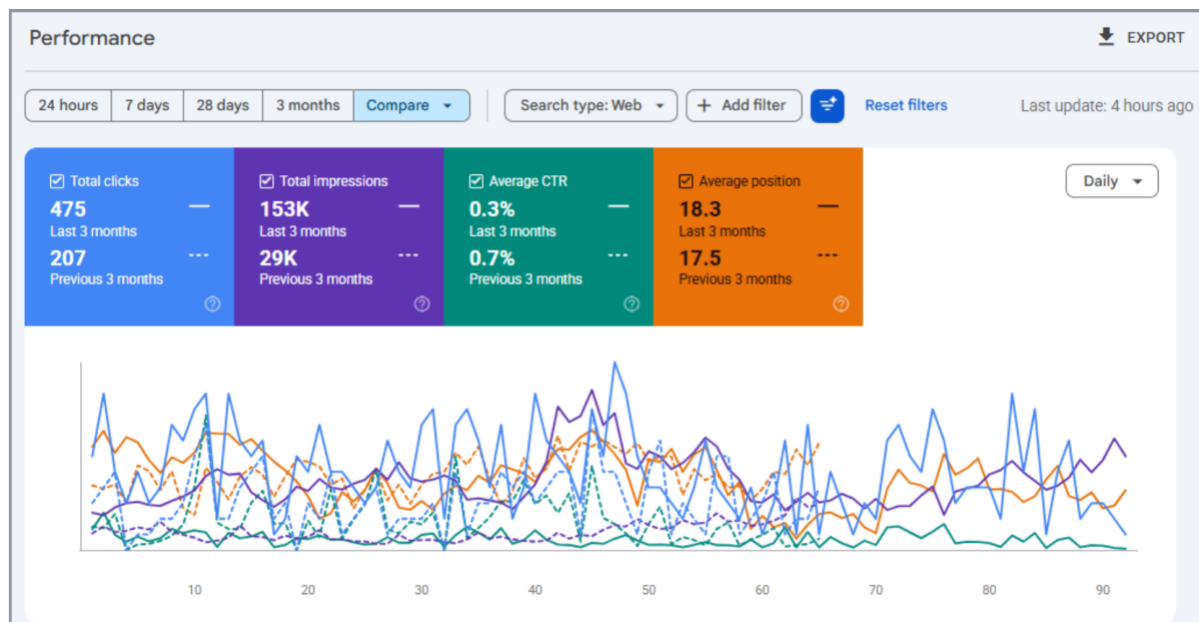
Search visibility increased by 5.3X. This is the lead proof point for the case study because it shows that the website became much more visible in Google Search during the reporting period.

Organic Click Growth

Organic clicks increased by +129.5%, growing from 207 clicks to 475 clicks. This shows that the added visibility was not just passive exposure. More searchers clicked through to the website.

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 months compared with the previous 3 months, including 475 clicks and 153K impressions in the latest period versus 207 clicks and 29K impressions previously.

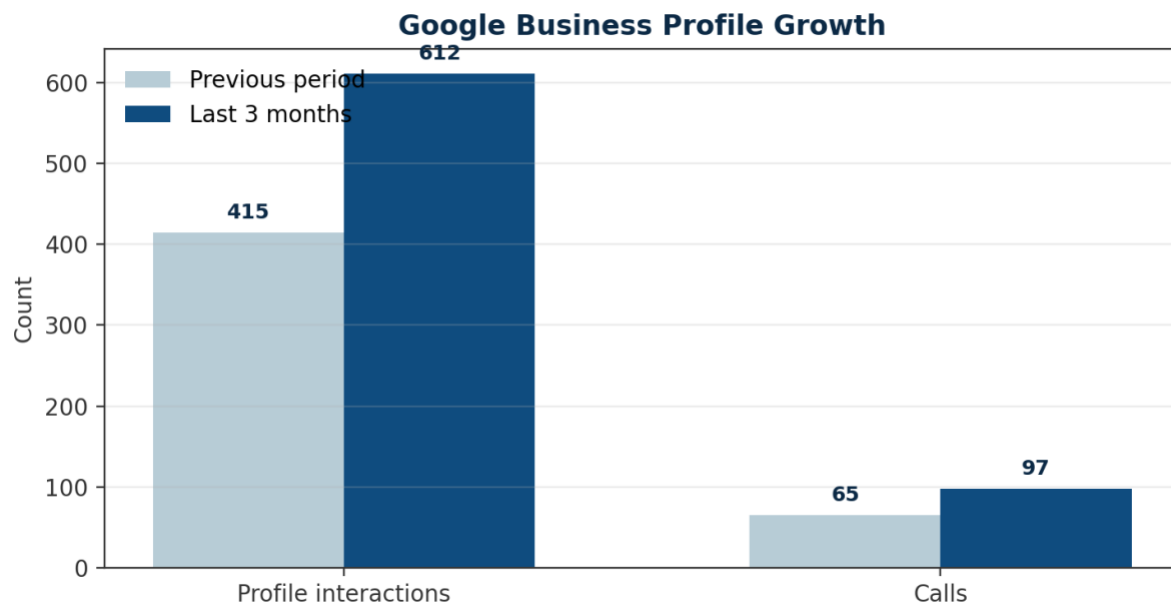


Google Search Console comparison screenshot for proof of campaign growth.

Google Business Profile Engagement

Local search engagement also improved during the campaign. Google Business Profile interactions increased from 415 to 612, representing +47.5% growth. Calls from the Business Profile increased from 65 to 97, representing +49.2% growth.

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



Google Business Profile interactions and calls before vs. after.

Results

Key Outcomes Following the 90-Day SEO Campaign

- **5.3X increase in Google Search visibility:** Impressions grew from 29K to 153K in the latest 3-month period.
- **+129.5% growth in organic clicks:** Clicks increased from 207 to 475, more than doubling organic search traffic.
- **+47.5% growth in Google Business Profile interactions:** Profile interactions increased from 415 to 612.
- **+49.2% growth in calls from Google Business Profile:** Calls increased from 65 to 97.
- **Clearer SEO performance proof:** The results give 6Storage a strong, sales-ready case study for showing 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, and calls. 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 Fountain Lakes Storage campaign also shows the value of simple reporting. Instead of relying on generic SEO language, the results can be explained straightforwardly: the website was shown more often, more people clicked, and more local prospects interacted with the 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

► **Schedule your free demo with 6Storage:** [click here.](#)

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