

Case Study



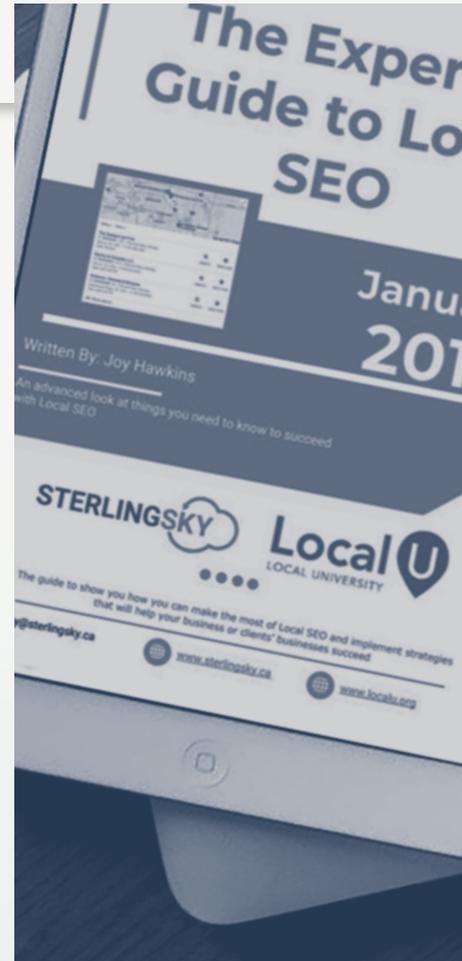
How a local SEO thought leader uses BrightLocal to deliver great results for clients

About Sterling Sky

Sterling Sky is a local SEO agency led by owner and founder Joy Hawkins. One of few Google Top Contributors and a regular contributor to Search Engine Land, Joy is well-known in the local search industry, and is often the first to report local algorithm updates.

Her agency specializes in helping small, local businesses and digital marketing agencies. This focus allows the agency to deliver quality SEO services in a highly customized manner.

As well as being a regular contributor to Search Engine Land and the annual Moz Local Search Ranking Factors Study, Joy Hawkins (pictured far right) is one of just a handful of Google Top Contributors.



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The BrightLocal tools are truly awesome.

Joy Hawkins
Owner & Founder
Sterling Sky



The Challenge

Several years ago, Joy was using a different local SEO solution, but soon found quality issues with the platform. Looking for something that could capture all the ranking tracking data she was looking for, in a way that was easy to manage and deliver to clients, was a struggle.

However, she soon came across the (then fairly new) BrightLocal platform and hasn't looked back since.

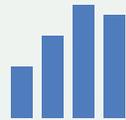


The Solution

Sterling Sky makes the most of the many tools BrightLocal offers every day. Joy finds the Local Search Rank Checker “really easy to use” and the platform as a whole “visually appealing”. She loves that BrightLocal keeps adding new features, especially as the local search industry is constantly adapting to algorithms and behaviour.

Joy has also used Citation Builder to create citations for her clients; a solution she finds easy to use and time-efficient.

The BrightLocal Tools Used



Local Search Rank Checker

Monitor your organic, mobile, and local search rankings, and react quickly to any changes.



Citation Builder

Manual citation building, clean-up, management, and aggregator submissions service to help improve local search performance.

The Results



Joy Hawkins has relied on BrightLocal for **over 7 years**.



Over 100 clients serviced using BrightLocal so far.



Running Sterling Sky's current reports would take **200 hours per month** without BrightLocal.

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The BrightLocal tools are truly awesome. My company uses them for all our clients and the ranking reports are constantly getting upgrades that really make the tools even more fabulous than they already are.



Joy Hawkins
Owner & Founder
Sterling Sky