

# How Columbia Self Storage Dominated Local Search and Doubled Their Leads with Storable DMS



## ► Key Results at a Glance

- **345%** increase in organic traffic at Lyndhurst location
- **3.2 spots** improvement in Google Maps ranking, surpassing major competitors
- **\$27,216** in lead value generated across two locations
- **19** new reservations and 4 completed bookings in just one quarter
- **17** additional phone calls from improved online visibility

## THE CHALLENGE

### Finding Customers Who Couldn't Find Them

Despite a strong online presence with both New Jersey locations consistently appearing in the top five search results, [Columbia Self Storage](#) recognized the need to push even further. While their legacy SEO programs had delivered solid performance, Chief Branding Officer Randall Mosca knew that in today's competitive storage market, "good enough" wasn't enough.



- **The Lyndhurst location** needed to break through to the coveted top 3 positions, where the majority of clicks and conversions happen, especially after experiencing a temporary Google Business Profile suspension.
- **The South Plainfield facility** was performing well in search rankings but struggling to convert that visibility into qualified leads and bookings at the rate needed for optimal growth.

Together, Columbia and Storable set an ambitious objective: push beyond impressive rankings to achieve absolute leadership in these highly competitive prime markets.

This meant not just appearing in search results, but capturing the lion's share of local storage searches and converting them into measurable business results.

### Columbia's Previous Approach

Columbia's original local SEO approach relied on single-point search tracking. Despite being the industry standard at the time, it revealed only whether they appeared in searches, not where they excelled or needed improvement.

Today's customers search with precision, seeking specific amenities like climate control in their exact neighborhood. Traditional tools couldn't capture these nuances, limiting Columbia's ability to fully optimize their online presence across service areas.

### Three key areas where Columbia's SEO strategy needed an upgrade:

- **Spotty Visibility Tracking:** Focusing on one search result was like checking the weather in one ZIP code and assuming it applied to the whole state. Columbia needed a complete picture of how they ranked across every neighborhood they serve.

- **Reputation Left Unmanaged:** Reviews are today's word-of-mouth. Their previous system didn't offer tools to request, manage, or respond to reviews—missing a major trust-building opportunity.
- **Generic Content Strategy:** Content used to be one-size-fits-all. Now, people want answers specific to their neighborhood. Columbia needed to shift from broad messaging to creating content tailored to streets, landmarks, and micro-regions.

## SOLUTION: A 360° Local SEO Engine

Storable's SEO Reputation Package within its [Digital Marketing Services](#) provided Columbia Self Storage with a comprehensive visibility solution. Like a GPS with live traffic updates, it helped Columbia navigate the fastest route to their goals: [greater visibility](#), increased trust, and more customers.

Here's how Storable's solution leveled up Columbia's online presence:

- **Local Search Grid—See the Whole Map:** Instead of looking at one search result, Storable's Local Search Grid scans dozens of points across Columbia's entire service area. It's like replacing a single flashlight with a stadium of lights—instantly revealing where Columbia shines and where they're dim. This helped create hyper-targeted strategies that improve visibility exactly where it matters most.
- **Reputation Management Made Easy:** Columbia gained access to a powerful, all-in-one reputation dashboard. Now, they can request reviews via text or email, respond to feedback using AI-generated replies that match their brand voice, and monitor their reputation in real time.
- **Hyperlocal Content with Precision Targeting:** With insights from the Search Grid, Storable created content as specific as Columbia's customers' neighborhoods. Whether it's "storage units near Riverside Park" or "climate-controlled storage in Elmwood," the content speaks the local language, helping Columbia show up where customers are searching *right now*.

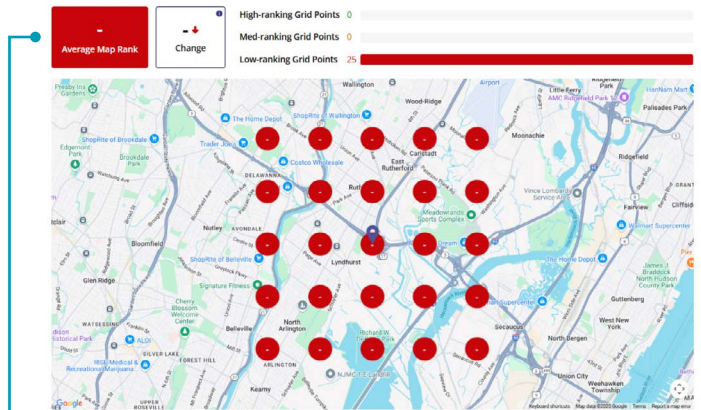
## RESULTS: Visibility That Drives Revenue

The impact of Storable's SEO Reputation Package was dramatic and measurable across both locations. Within just 8 days of implementation, Columbia saw their average rank for "Storage Units" improve from 3.8 to 3.0—a significant jump when competing for top positions.

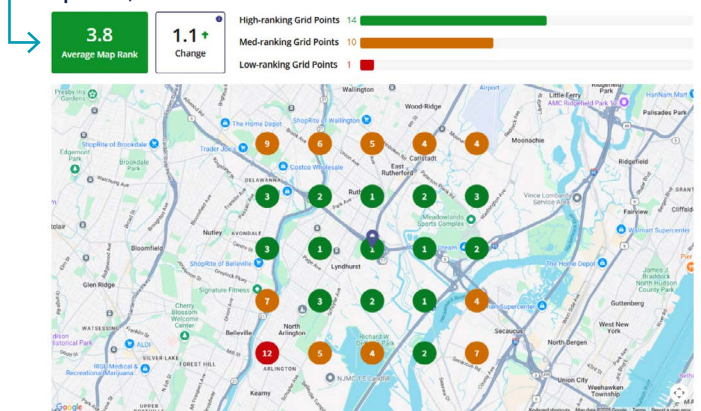
As Storable's SEO team continued optimization efforts over the first 2–3 months, the results became even more impressive:

## Lyndhurst, NJ: From Suspended to Superstar

► March 13th, 2025



► April 3rd, 2025



- **Map Rank Improvement:** Increased average map rank from 5.6 in January 2025 to 2.4 in March 2025—a gain of 3.2 spots. Columbia even surpassed major REIT competitors who historically outranked them.
- **Landing Page Traffic (Organic):** Achieved a staggering 345% increase year-over-year, from 109 sessions (Q1 2024) to 485 sessions (Q1 2025).
- **GBP Clicks:** 38% increase, from 189 (Q1 2024) to 260 (Q1 2025).
- **Confirmed Activity:**
  - 10 reservations
  - 2 completed bookings
  - \$15,552 in lead value
  - 13 additional phone calls from website visits

**Notable Insight:** Even while suspended on Google Maps for three weeks, the location still saw a massive traffic surge—demonstrating strong organic visibility through traditional search that Storable's comprehensive approach provides.

“The results speak for themselves,” said Mosca. “The data-driven insights and ongoing optimization gave us confidence that this wasn’t just a one-time boost. That’s why I decided to add five more facilities on Reputation SEO. When you find a partner that consistently delivers measurable ROI, you expand the relationship.”

Randall Mosca

► CHIEF BRANDING OFFICER



#### South Plainfield, NJ: From Underperforming to Unstoppable

- **Landing Page Traffic (Organic):** 73% increase year-over-year, from 375 sessions (Q1 2024) to 647 sessions (Q1 2025).
- **GBP Impressions:** 45% increase year-over-year, from 1,413 (Q1 2024) to 2,045 (Q1 2025).
- **Confirmed Activity**
  - 7 reservations
  - 2 completed bookings
  - \$11,664 in lead value
  - 4 additional calls logged

#### LONG-TERM IMPACT: Data-Driven Growth

By improving their online presence and optimizing for local search, Columbia is now positioned to capture more qualified leads and convert them into paying tenants—location by location. The visibility improvements and ability to quantify ROI across marketing channels has empowered Randall Mosca and the Columbia team to make confident, data-driven decisions as they grow.

The success of the SEO Reputation Package at these two pilot locations has been so compelling that Columbia Self Storage has since expanded the program to five additional locations, demonstrating their confidence in Storable’s ability to deliver measurable results.

## READY TO DOMINATE LOCAL SEARCH FOR YOUR STORAGE FACILITIES?

Discover how Storable’s SEO Reputation Package can transform your online visibility and drive qualified leads to your storage business. Our data-driven approach delivers measurable results that directly impact your bottom line.

[Schedule a Demo Now >](#)

- and see how your facilities currently rank in our Local Search Grid.