

How the Haven Self Storage Increased Reservations 116% with Storable DMS



► Key Results at a Glance

- **116%** increase in reservation confirmations
- **43%** increase in phone calls from Google Business Profile
- **36%** growth in Google Business Profile impressions
- **27%** increase in organic website traffic
- Maintained **near-perfect local rankings** in geographically complex market

CHALLENGE

Optimizing from Strength in a Unique Geography

The Haven Self Storage operates near Corpus Christi, Texas, in a geographically complex coastal area. Unlike many self-storage operators struggling with poor visibility, The Haven faced a different challenge: they already had strong local rankings.

The question wasn't how to climb out of obscurity. It was how to optimize an already competitive position to drive even higher volumes of qualified leads and bookings in a market with unique geographic constraints.

Geographic Complexity

The coastal location presented unusual challenges for local search optimization. The large body of water near their facility created gaps in traditional search grid coverage, making it difficult to accurately measure and optimize performance across their full service area. Certain communities and key markets required specialized tracking approaches to understand true visibility.

High-Intent Competition

In a market where rankings were already strong, the challenge shifted to maintaining and strengthening positions for the highest-value keywords—searches that indicated immediate intent to rent. Terms like “Self Storage Units” and “Climate Controlled Storage” and their variations represented customers ready to book, making these positions critical to defend and improve.

Measuring True Performance

Standard local search tracking grids don't account for geographic anomalies like coastal areas. Without accurate measurement across the entire service region, optimization decisions would be based on incomplete data. The Haven needed visibility metrics that reflected the reality of their unique market geography.

SOLUTION

Custom Optimization for a Complex Market

Storable's [Digital Marketing Service's \(DMS\)](#) SEO strategy focused on leveraging The Haven's strong foundation to maximize market penetration with precision measurement tailored to their geographic reality.

Custom Geographic Tracking

Since rankings were initially strong, the standard search grid was quickly expanded to widen the tracked service area. More importantly, a custom grid was implemented that specifically accounted for the unique geography around the large body of water.

This custom approach provided nuanced understanding of precise visibility across key communities, revealing opportunities and competitive threats that would be invisible in standard tracking. The Haven could now see exactly where they dominated and where opportunities existed within their geographically complex service area.

Targeted High-Intent Optimization

The optimization work centered on fortifying presence for conversion-focused searches. The goal was to secure and maintain near-perfect average map ranks for keywords that drive bookings: "Self Storage Units," "Climate Controlled Storage," and related variations.

In a competitive market where customers have options, appearing at the top of local map results for these high-intent searches captures customers at the moment of decision. The strategy focused on ensuring maximum visibility precisely when potential customers were ready to rent.

Comprehensive Listings Management

To solidify The Haven's online foundation, a comprehensive listings management strategy was implemented that went beyond basic directory presence.

The Google Business Profile received meticulous optimization with accurate details and detailed service listings to improve discoverability. Name, Address, and Phone Number (NAP) information was ensured accurate and consistent across a vast network of online directories—critical for search engine trust.

This effort was bolstered by securing local community citations and niche self-storage specific citations. These placements significantly increased both geographic and industry-specific authority, strengthening The Haven's relevance in the competitive Corpus Christi market.

Strategic Content for Search Authority

The Haven's website authority grew through a highly-focused content strategy. This included creation of pillar pages targeting specific high-value services and a continuous schedule of localized blog posts.

The content was designed to enhance visibility for core search phrases while capturing users with longer-tail, informational searches. By addressing questions at different stages of the decision-making process, The Haven became visible not just to customers ready to rent immediately, but to those beginning their research—building awareness that would convert when they were ready.

RESULTS

Measurable Growth Across Every Channel

Reservation Confirmations Doubled

From June 1 to October 15, 2025, The Haven generated 13 reservation confirmations compared to 6 during the same period in 2024—a 116% increase. This represented a lead value of \$16,848 versus \$7,776 from the previous year.

Organic Traffic Growth

Organic website traffic increased 27%, from 382 visitors to 484 visitors year-over-year. This growth demonstrated that SEO optimizations were successfully driving more qualified visitors to The Haven's website.

Google Business Profile Performance Surge

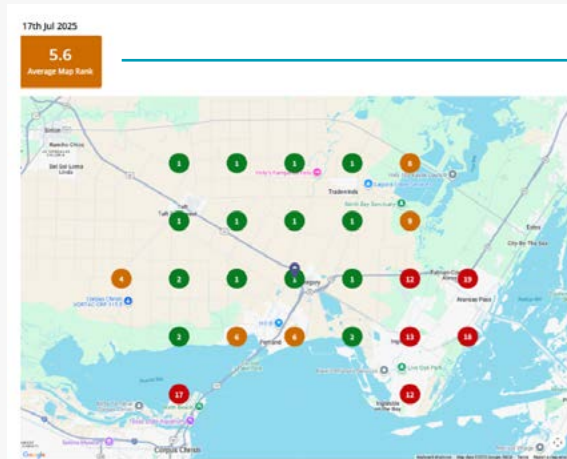
The Haven's Google Business Profile **impressions grew 36%, from 1,644 to 2,241 impressions**. This increased visibility directly translated to customer actions:

- ▶ **Phone calls increased 43% (123 vs. 86 calls)**, representing customers ready to ask questions and book unit
- ▶ **Direction requests grew 14% (214 vs. 188)**, showing more customers navigating to the facility
- ▶ **Business profile interactions rose 20% (600 vs. 502)**, indicating stronger overall engagement

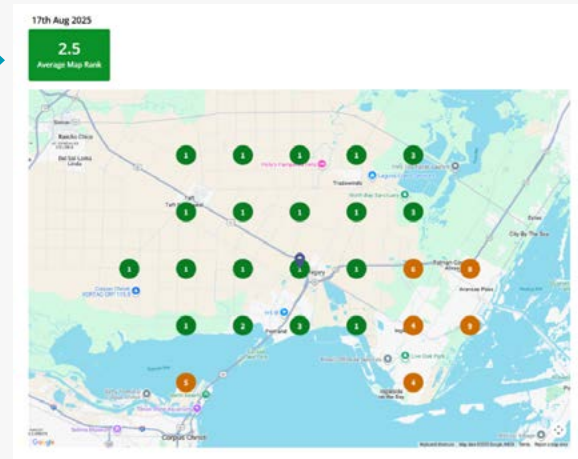
Sustained Competitive Rankings

The custom geographic tracking revealed maintained strong performance for critical keywords across the complex coastal service area. "Self Storage Units" and "Climate Controlled Storage" rankings remained consistently strong, ensuring The Haven captured high-intent searches across their full market.

The expanded and customized grid provided ongoing visibility into performance across communities that would be blind spots in standard tracking, enabling proactive optimization rather than reactive responses to competitive threats.



Before



After

LONG TERM IMPACT

Foundation for Continued Growth

The strategic approach built a sustainable foundation for The Haven's continued market dominance.

- ▶ **Scalable measurement infrastructure:** The custom geographic tracking approach can expand as The Haven's service area grows or as new competitive dynamics emerge in specific communities.
- ▶ **Authority compounding over time:** The comprehensive listings management and content strategy create cumulative benefits. Each citation, each blog post, each optimized service page strengthens overall domain authority, making future optimization efforts more effective.
- ▶ **Competitive moat in local search:** In markets where rankings are already strong, maintaining position requires continuous optimization. The Haven's strengthened foundation makes it increasingly difficult for competitors to displace them in high-value search results.
- ▶ **Data-driven decision making:** The custom tracking provides clarity on where to invest optimization resources for maximum return, ensuring marketing spend focuses on opportunities with highest impact.



Optimizing Excellence

The Haven's results demonstrate how strategic SEO tailored to your market's unique characteristics can drive measurable business growth. Whether you're building visibility from scratch or optimizing strong existing rankings, Storable DMS delivers results.

[Schedule a Demo Today >](#)

- ▶ to learn how **Storable DMS** can increase your reservations and revenue.