

Bullseye Brings Huge Boost to Nicolock Dealers' Search Performance

with Advanced **Store Locator Software**



Nicolock Paving Stones has nearly 400 authorized dealer locations across the U.S. distributing their pavers, retaining walls, and outdoor living products. To support continued growth, the manufacturing company required robust and reliable locator software to not only generate more traffic to dealers but also to report the results back to them.

By making it easy for customers to connect with the right dealers, Bullseye locator software helps secure leads and generate ROI for Nicolock while boosting local SEO.

The Problem

With hundreds of dealers located all over the country, Nicolock needed an efficient solution to help connect their customers with the closest authorized distributor. Before partnering with Bullseye, Nicolock was utilizing its own antiquated version of a basic locator, which allowed its customers to find dealers but offered no additional benefits, such as lead generation or dedicated profile pages.

The right locator software would not only centralize dealers and their data to make them easier to find but would also provide insights into the purchase process by making search data trackable and measurable. It would also need to be compatible with their CMS, complete with integration capabilities that streamline data management tasks.



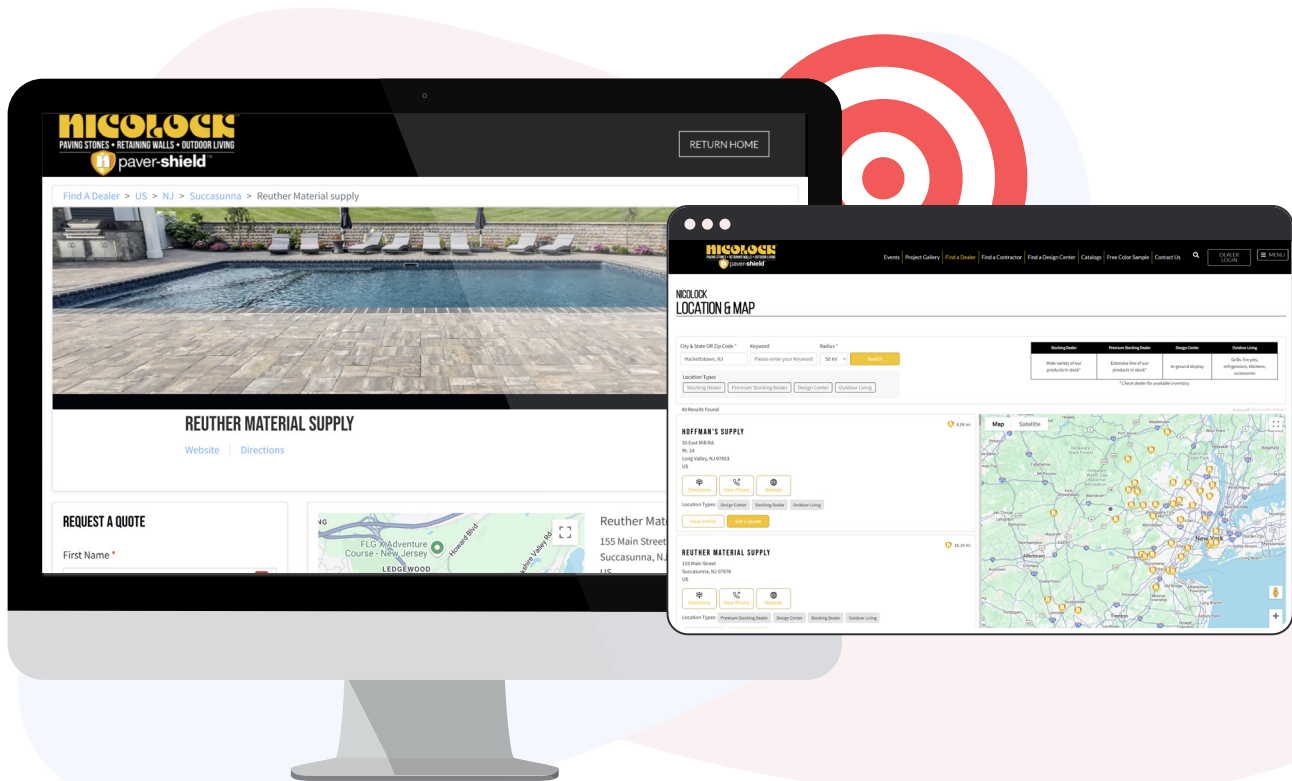
The Solution

The [local SEO strategy](#) was to create an indexable, standalone profile page for each dealer, plus a local directory (city page) for every city in which there was at least one Nicolock dealer.

Bullseye's first objective was to get an in-depth understanding of the business's unique goals. This enabled the Bullseye team to assess and optimize various data sets as well as the existing processes around managing that data. The next step was to make recommendations on how to configure the system around a great user experience and how to efficiently manage the data going forward.

Bullseye's account team was also sure to walk Nicolock through the ins and outs of optimizing the local and city pages to maximize search ranking. Additionally, Bullseye integrated the locator software with HubSpot, allowing all lead data to automatically flow through to the Nicolock HubSpot account, further reducing manual effort and streamlining follow-through.

Overall, the solution was to build support for three different locators with one Bullseye account. The primary site has a design center locator and a dealer locator, with another locator on a standalone site called NPS Outdoor.



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bullseyelocations.com

The Results

Thanks to the advanced locator software, the Nicolock dealer locator performed upwards of 214,000 searches within the last 12 months, capturing nearly 300 qualified leads.

Additionally, the Bullseye account team is tracking Google search rank for local search terms covering 260 city names, including:

🔍 “landscaping dealer [city name]”

🔍 “hardscape supplier [city name]”

🔍 “paving stone contractor [city name]”

Of the 780 key phrases tracked, 275 (approximately 35 percent) rank in the top 10 positions in organic search results.

The solution implemented by Bullseye includes dealer profile pages built using our proprietary default content platform to ensure the pages are complete and content-rich without getting flagged as duplicate content by Google. These detailed profile pages enable visitors to shop for, learn about, and select a dealer—all without leaving the Nicolock website. The information on the pages can also be easily updated and edited by Nicolock admins or by the dealers themselves.

“I thought it was going to be another tool used out of obligation with little or no ROI, [but the] leads have proven to be very valuable to us and our dealers.”

Jeremy Mutschler,

Director of Marketing and Advertising
@ Nicolock Paving Stones.

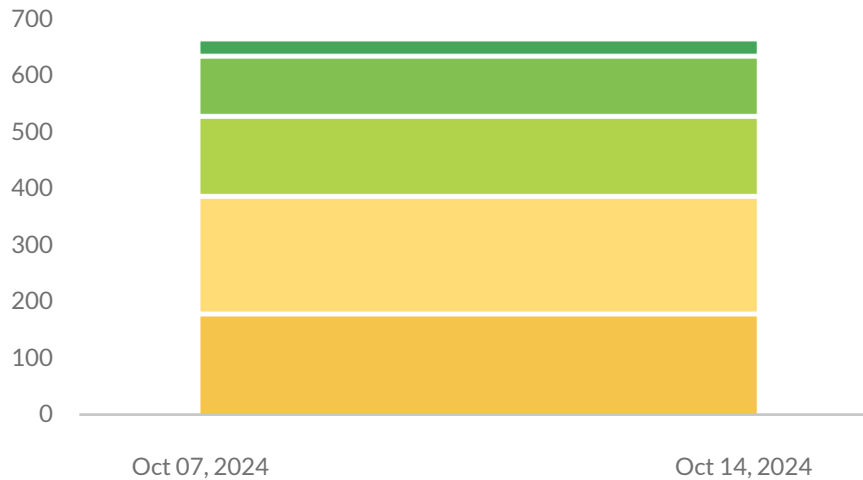


With the promise of more visibility and streamlined data management thanks to Bullseye's solution, Nicolock saw a tremendous turnout for the dealer onboarding sessions. Reporting and tracking are set up to capture clicks on directions, emails, local page views, and phone clicks to inform individual dealer marketing and sales strategies. End-user engagement data is also pushed into Google Analytics and aggregated with other site data to further improve tracking and reporting.

Ranking Distribution



● 1st place	19 (-7)
● 2-5	120 (+8)
● 6-10	136 (-7)
● 11-20	208 (-3)
● 21-50	181 (+15)
● 51-100	0
● Not ranked	116



These results illustrate that the client was successful in helping their customers connect with the right dealers in less time and with less effort. This suggests a better customer experience and increased online traffic to Nicolock's pages. Additionally, the CMS integration was successful in optimizing data management and activation tasks for the Nicolock team, streamlining administrative and data analysis tasks.

To sum up, the primary benefits experienced by Nicolock as a result of the partnership with Bullseye included:

- ✓ Higher ranking and more visibility in search results.
- ✓ Improved tracking and reporting of lead data
- ✓ Centralized and accurate dealer information for easier access.
- ✓ Quick and easy editing and updating of information.
- ✓ More informed individual dealer marketing and sales strategies.
- ✓ A boost in local SEO for numerous profile pages.



Bullseye Locations is a leading provider of global locator software and services.

We develop turnkey locator software and integrated location content management solutions that help companies engage consumers, cut costs, and drive growth. Bullseye serves 5,500 customers worldwide, including Loblaw, Mizuno USA, Honeywell, The Vitamin Shoppe, Lumber Liquidators, AIG, and The Sika Group.

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For more information on getting started with Bullseye, we encourage you to request a demo with our team.

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