

# Autocomplete Takeover Case Study

**Bob Larsen Plumbing, Tacoma WA**

Driving search visibility and qualified engagement through strategic autocomplete optimization for plumbing services across Tacoma, Lakewood, Puyallup, Gig Harbor, Auburn, and Federal Way, WA markets.



Search...



# Objective & Strategy

## Campaign Goal

Increase brand visibility and drive search engagement by strategically positioning Bob Larsen Plumbing in Google and Bing's autocomplete dropdown for high-intent plumbing service searches across Tacoma, WA, and surrounding areas.

## Our Approach

The Autocomplete Takeover campaign targeted 14 carefully selected plumbing-related keywords paired with geographic modifiers. By optimizing autocomplete visibility and click volume, we ensured Bob Larsen Plumbing appeared prominently when potential clients searched for plumbing services in Tacoma, Lakewood, Puyallup, Gig Harbor, Auburn, and Federal Way.

## Keywords

- tacoma wa plumbers
- plumbers tacoma wa
- plumbers in tacoma wa
- plumbing company tacoma wa
- lakewood wa plumbers
- plumbers lakewood wa
- plumbers puyallup wa
- plumbers in puyallup wa
- plumbers gig harbor wa
- plumbers auburn wa
- tacoma plumbers
- tacoma plumbing company
- plumbers in lakewood wa
- plumbers federal way wa

# Exceptional Results for Bob Larsen Plumbing

30-Day Campaign Performance (August 2025)

**323**

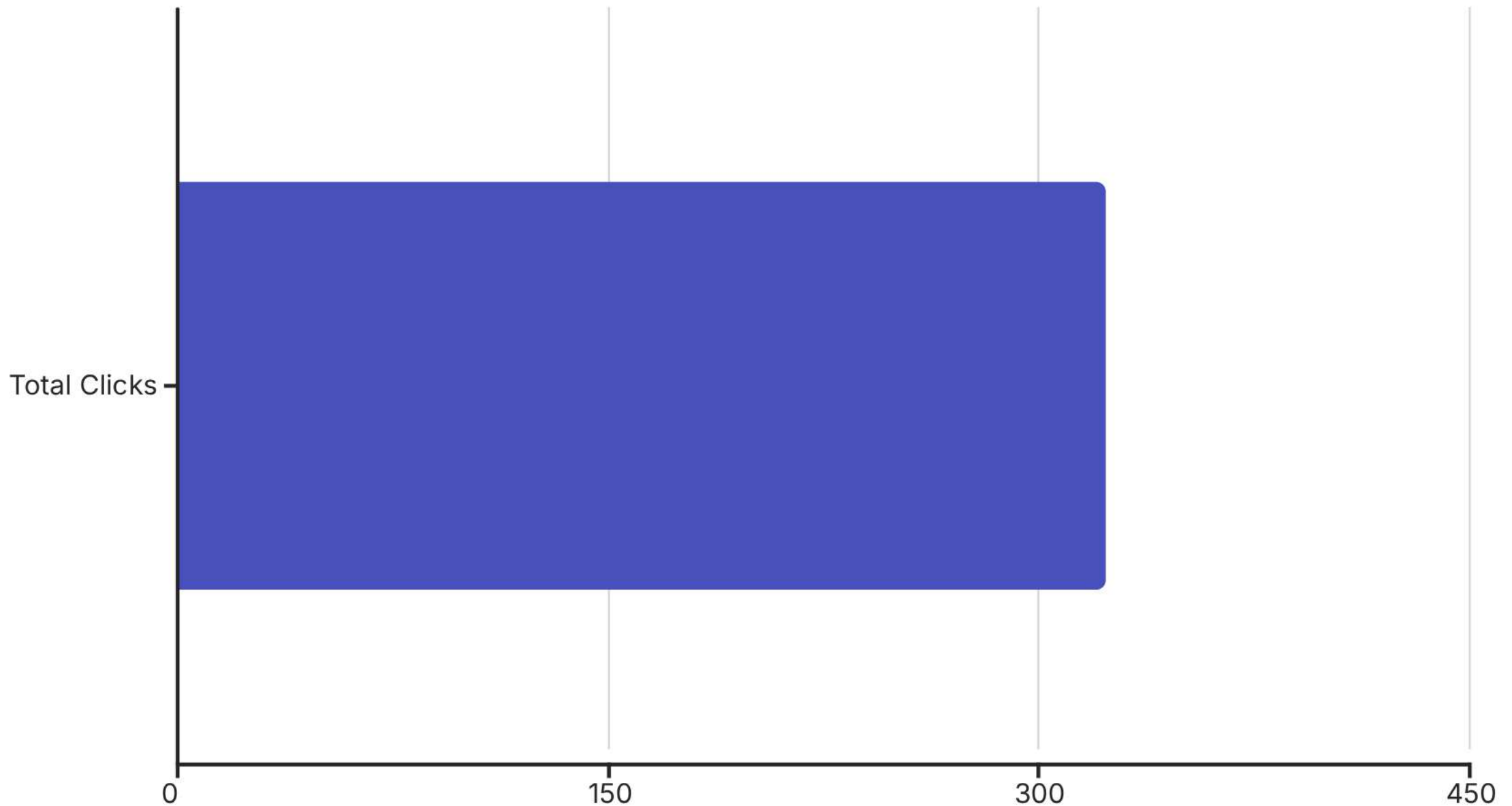
**Total Clicks Delivered**

Across Tacoma and surrounding areas

**14**

**Keywords Targeted**

High-intent plumbing searches



📌 **Strong Engagement** - Bob Larsen Plumbing achieved excellent visibility and engagement on Google & Bing for key plumbing services. The campaign generated 323 clicks over 30 days in August 2025, reaching potential clients in Tacoma, Lakewood, Puyallup, Gig Harbor, Auburn, and Federal Way. This ensured prominent placement for essential plumbing searches.