

150+ PARKING GARAGE LOCATIONS ACROSS NEW YORK CITY

CLIENT SNAPSHOT

A NYC parking garage company with 150+ locations, needed help getting control of and optimizing their GBP presence.



THE PROBLEM

iPark did not have access to many of its GBP listings, while many others had wrong or missing information, and they needed a partner to optimize this digital channel for the large opportunity it presented.



OUR THINKING & STRATEGY

Our strategy was to get access and control, clean up the data, and optimize for full potential.

- We started with a bulk upload to gain control of and verify as many locations as possible. This worked for about 90% of locations. From there we worked with Google support for access/verification on remaining listings.
- We organized and analyzed all locations to remove duplicates/closed locations once we had control.
- We began our optimization process.



EXECUTION

- Gained control of over 160 total locations, merged/removed duplicates that existed on Google maps.
- Updated and corrected information across all locations.
- Fully optimized profiles including services, descriptions, attributes, posts, offers, images, map pins, and all other content.



RESULTS

- Taking over in mid-August, we saw growth in July–December 2025 vs previous 6 months of:

Total Views **+35.6%**

Total Actions **+47.9%**



Driven mostly from **60.7%** growth in driving directions, a strong KPI for a parking garage

- Heatmap tracking for map listings has shown enormous exposure for listings that were practically not visible previously, moving into top 3 placements on Google Map searches.

Total views
3,396,612
↑ 35.6%

Total actions
130,415
↑ 47.9%

Website clicks
30,098
↑ 29.0%

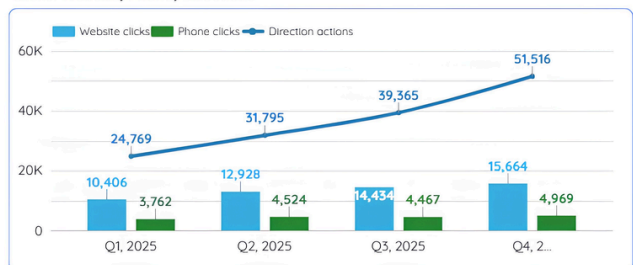
Phone clicks
9,436
↑ 13.9%

Directions
90,881
↑ 60.7%

Total views and Total actions by quarter

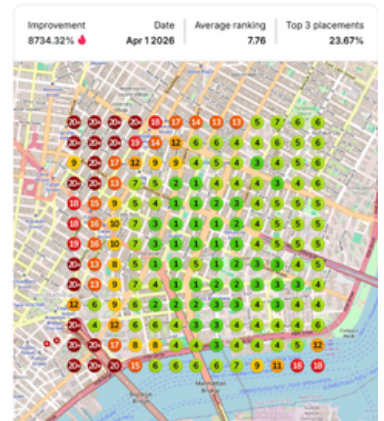
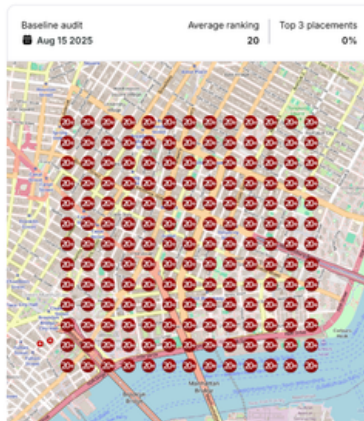


Clicks: Website, Phone, Directions



Keyword: hourly parking

Keyword: short-term parking



For a local business, GBP is an essential channel for driving new and returning customers to the business. Having ownership of your listing is important, but a continued and methodical approach to optimization can drive huge business growth.