GOOGLE BUSINESS PROFILE · CASE STUDY

Customer actions at Southern Oak Flooring are up +187.0% year over year

Southern Oak Flooring, Ringgold, GA · Onboarded to active listing management **1 April 2026** · April–August 2026 vs. April–August 2025 · Data pulled live 18 September 2026

Total customer actions rose +187.0% across this spring and summer, 23 to 66, comparing the same five months one year apart. That is every phone call and website click combined — a customer taking a real next step, not just browsing.

Phone calls rose +400.0% (3 to 15) and website clicks +155.0% (20 to 51). Impressions across Google Search and Maps rose +73.8% too (367 to 638) — so this isn't just a higher share of the same audience acting, more people are seeing the listing in the first place.

August is the strongest month on record: 13 total actions, against 4 in August 2025.

1 What the listing delivered

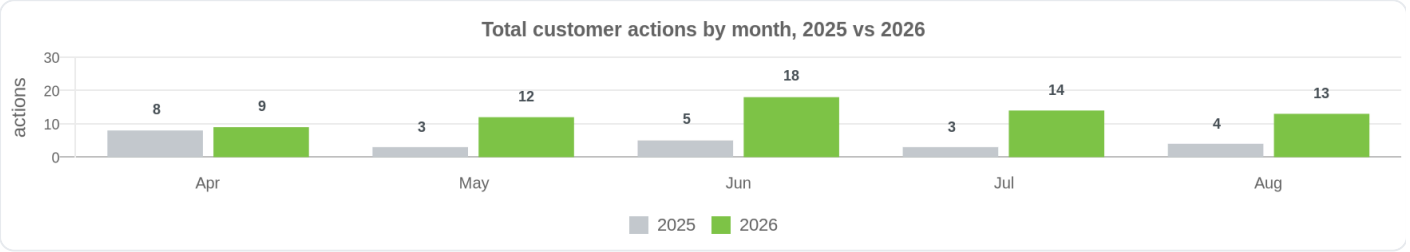
+187.0%
23 → 66
TOTAL ACTIONS
Apr–Aug, year over year

+155.0%
20 → 51
WEBSITE CLICKS
Through to the listing's website link

+400.0%
3 → 15
PHONE CALLS
Customers ready to talk, not just browse

+73.8%
367 → 638
SEARCH & MAPS IMPRESSIONS
People who saw the listing

5.0★
9 reviews
GOOGLE RATING
Average across all reviews



Every month from April through August grew year over year. Figures are pulled live from the Google Business Profile's own reporting for each matching month, isolated to this one location.

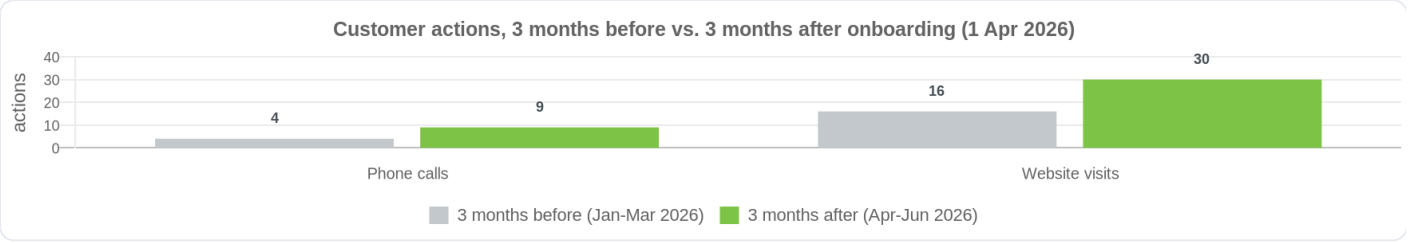
2 Month by month, phone calls and website visits

2025					2026	ACTIONS
MONTH	CALLS	WEB	MONTH	CALLS	WEB	CHANGE
Apr 2025	2	6	Apr 2026	1	8	+12.5%
May 2025	0	3	May 2026	4	8	+300.0%
Jun 2025	0	5	Jun 2026	4	14	+260.0%
Jul 2025	0	3	Jul 2026	3	11	+366.7%
Aug 2025	1	3	Aug 2026	3	10	+225.0%
Total	**3**	**20**	**Total**	**15**	**51**	**+187.0%**

3 3 months before vs. 3 months after onboarding

+125.0%	+87.5%	+95.0%	+4.9%
4 → 9	16 → 30	20 → 39	264 → 277
PHONE CALLS	WEBSITE VISITS	TOTAL ACTIONS	SEARCH & MAPS IMPRESSIONS

All windows: Jan–Mar 2026 vs Apr–Jun 2026.



This window is short (3 complete months since onboarding) and sits right at the winter-to-spring transition, so some of this lift is normal seasonal pickup rather than onboarding alone — the year-over-year comparison in Section 1, matching the same calendar months a year apart, is the fairer read on impact.