Case Study: The Evolution of Local Pages for a National Childcare Network

How an Iterative Local Page Strategy Drove Long-Term Digital Marketing Performance

ARC4 CASE STUDY

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Client Snapshot

The childcare organization required a scalable approach to improve visibility, engagement, and enrollment while maintaining consistency across a large and growing footprint.

3	200+	7	30+
Portfolio brands	Locations across the portfolio	Different service programs marketed towards nationally	Different states with a physical footprint

CLIENT TYPE

National multi-location organization

INDUSTRY

Childcare / Education

BUSINESS MODEL

Multi-location service network

ENGAGEMENT SCOPE

Data architecture / Centralized Data systems
Technical SEO
Local SEO

Executive Summary

Arc4 partnered with a national childcare organization operating hundreds of centers across multiple states. With each location serving as a key entry point for parents researching childcare, local pages needed to function as high-performing acquisition assets rather than static listings.

The existing experience lacked the depth and flexibility needed to highlight what matters most to parents at the local level, limiting visibility and engagement in search. The organization required a scalable solution to showcase administrators, accreditations, and reviews across every center while improving local rankings and driving new enrollments.

Arc4 developed a scalable location page framework designed to balance centralized control with localized content, enabling each center to present a unique and trustworthy experience. This approach improved organic visibility across key local searches while creating a stronger path to conversion, turning location pages into a consistent driver of enrollment growth.

CASE STUDY

The Challenge

Multi-location childcare providers depend heavily on local search visibility and trust-driven decision-making. Parents evaluate options based on proximity, reputation, and program details, often comparing multiple providers before taking action. Prior to this engagement, the organization's local pages were underperforming due to structural and operational limitations. The organization also faced operational friction from managing multiple platforms, resulting in inaccurate information, inconsistent branding, and reduced trust with prospective families.

KEY CHALLENGES INCLUDED:

- Inconsistent SEO implementation across locations
- Lack of structured, parent-focused content
- Templates that were difficult to update at scale
- Data inconsistencies across locations and listings
- Manual workflows that slowed updates and introduced errors

CASE STUDY

Strategy

Our Strategy

Arc4 implemented a structured framework designed to evolve over time rather than relying on a one-time redesign. This approach allowed the organization to improve performance incrementally while maintaining flexibility as operational needs and enrollment goals continued to change.

The strategy prioritized building a strong technical and data foundation first, ensuring that all future enhancements could be deployed efficiently across hundreds of locations. By aligning SEO, content, and data systems from the beginning, Arc4 created a framework that supports both immediate gains and long-term scalability.

With that foundation in place, the focus shifted to improving how local pages function as both discovery tools and conversion assets. Each update was designed to better reflect how parents search for childcare, evaluate options, and ultimately make enrollment decisions.

Key strategic priorities included:

Structured SEO and Data Foundation

Implementing technical SEO and structured data to improve indexing and local search visibility

Centralized Data Management

Establishing a single source of truth for location data across all platforms

Localized Content Development

Creating parent-focused, location-specific content aligned with search behavior

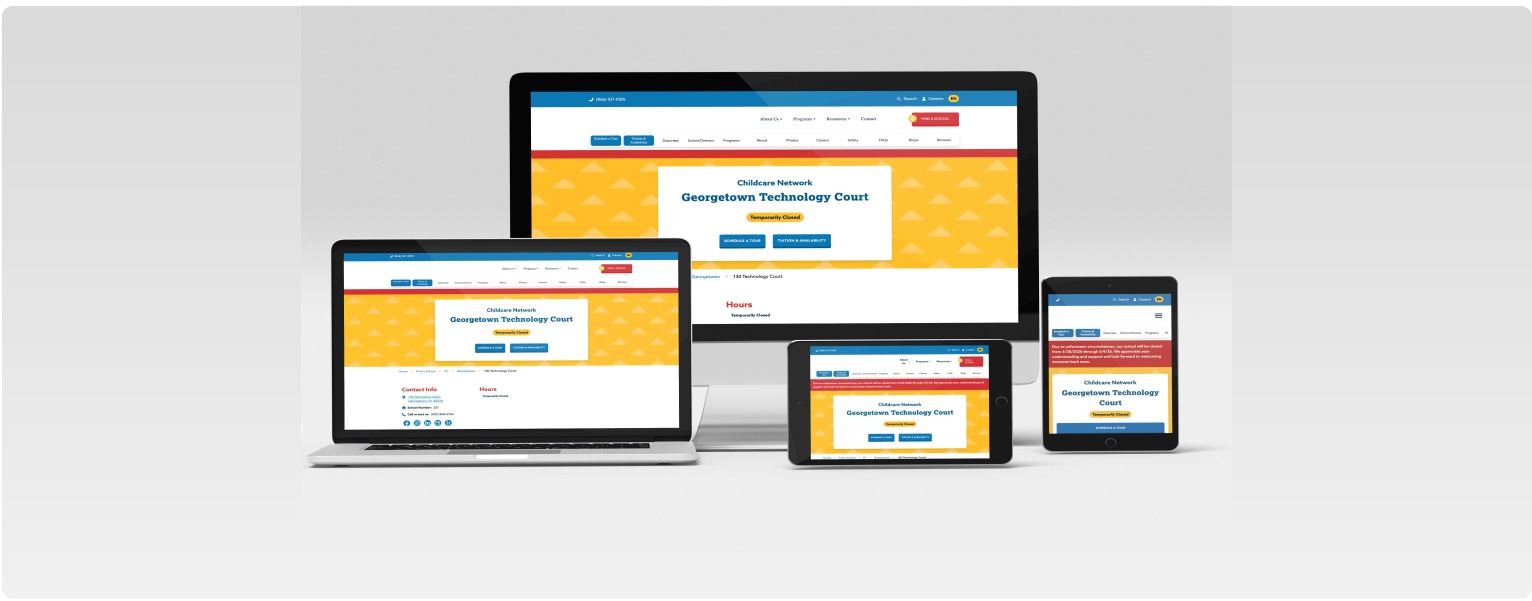
Scalable Template Architecture

Enabling updates across hundreds of locations without developer involvement

OVERVIEW

Highlights

Arc4 executed a multi-phase transformation that improved performance across SEO, engagement, and operations.



- Structured Data Visibility
- Localized Content Engagement
- Google Profile Accuracy
- Conversion UX Optimization
- Scalable Template Deployment
- Centralized Data Consistency

OVERVIEW

Measurable Outcomes

10X	**Overview** Increase visibility for both branded and non branded search terms
10X	**Overview** Higher engagement and improved interaction across local pages
40%	**Overview** Growth in conversion actions including form submissions
30%	**Overview** improved data accuracy across pages and third party Listing
10X	**Overview** Scalable infrastructure supporting contained expansion

About Arc4

Scalable Local Experiences That Rank and Convert

Arc4 builds high-performing local page experiences for multi-location brands that need to scale visibility and conversions across every market and search platform including AI. Website implementation, SEO, and GEO/AEO strategies are developed together, ensuring each location page is structured to rank, engage, and drive action.

We focus on creating scalable local page systems, not one-off builds. From template architecture and structured data to dynamic content and location-level optimization, everything is designed to support hundreds or thousands of pages without sacrificing performance or quality.
Each experience is built to reflect how users actually search and decide. Local SEO, AEO/GEO, UX, and conversion strategies work together to turn location pages into high-performing digital entry points that drive traffic, build trust, and generate leads at the local level.

- Deep Expertise in Multi-Location and Local Page Architecture
- Integrates AEO and GEO Into Core SEO Methodologies
- Experienced in Managing Complexity Across Hundreds of Locations and Brands
- Proven Frameworks for Scalable Local SEO and Page Systems
- Brings Implementation, SEO, and UX Into One System
- Iteritave frameworks designed for portfolio brands with multiple organizations

OVERVIEW

Operational Impact

Performance improvements were driven by a structured framework that reduced manual effort and improved consistency across hundreds of locations.

By centralizing data management and standardizing templates, the organization eliminated inefficiencies caused by fragmented systems and manual updates. Integrated data systems ensured location information remained accurate across all touchpoints, while scalable architecture enabled rapid updates and expansion without additional development.

OVERVIEW

Why It Matters

For childcare organizations, local pages are critical to how parents discover and evaluate providers. These pages must communicate trust, relevance, and program quality while supporting search visibility and conversion.

This case study demonstrates how a structured, scalable approach can transform underperforming local pages into high-impact marketing assets. By combining technical SEO, localized content, and centralized data systems, organizations can improve visibility, strengthen engagement, and support long-term enrollment growth.

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

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