# Case Study: Driving Local Visibility and Enrollment Growth for a National Daycare Brand

A Unified Enterprise Local SEO Framework That Improved Visibility, Demand, and Operational Efficiency

ARC4 CASE STUDY

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## Client Snapshot

A national multi-location daycare organization with more than 200 locations across three brands. The organization needed a scalable SEO strategy to improve local visibility, strengthen performance across individual school pages, and turn high-intent searches like “daycare near me” into more scheduled tours and enrollment activity.

**200+**
Locations optimized for local SEO

**3**
Distinct brands targeted for local visibility

**30+**
States with national, regional, and local competitors

**7**
Key programs and services targeted for SEO/AEO visibility

CLIENT TYPE

National multi-location daycare organization

INDUSTRY

Early Childhood Education

BUSINESS MODEL

Multi-brand Daycare Network

SERVICES

National and Local SEO Strategy
Technical SEO
Content Architecture
Operational Optimization

## Executive Summary

A leading nationwide network of daycare centers across three distinct brands under a single parent organization, combining shared leadership and infrastructure with differentiated market positioning. While the organization benefited from strong national brand recognition, revenue performance was ultimately determined at the local level. Parents were not choosing a brand in the abstract. They were choosing a specific school, in a specific neighborhood, led by a specific director they trusted.

This created a disconnect between national marketing efforts and local business outcomes. Broad awareness campaigns helped build credibility, but enrollment decisions were driven by hyper-local factors such as search visibility, online reputation, proximity, and community engagement. Each location effectively functioned as its own micro-market, requiring targeted demand generation and localized optimization to perform.

The client partnered with Arc4 to unify national and local SEO into a single, scalable system designed to drive enrollment demand.

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## The Challenge

The organization’s core conversion action was simple, just schedule a tour. However, their SEO strategy was fragmented. While national rankings existed, local performance varied widely across hundreds of daycare locations. Some schools consistently generated tours, but others struggled. These results were despite offering the same programs and quality of care at all locations.

**KEY CHALLENGES INCLUDED:**

- No unified strategy connecting national SEO with local school searches
- Inconsistent performance across hundreds of location pages
- High-intent local searches (“daycare near me”) not translating into tours
- Local visibility issues unrelated to on-site operations or staff quality
- No repeatable framework to diagnose, fix, and scale SEO performance

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# Strategy

## Our Strategy

Arc4 designed a phased national-to-local SEO strategy built specifically for high-intent, location-driven services.

### Performance Evaluation

Reviewing performance at both the national brand level and the individual school level

### Keyword Identification

Identifying high-value and underperforming keywords across national and local searches

### Technical SEO Architecture

Implementing technical frameworks to ensure new content and strategies perform at scale

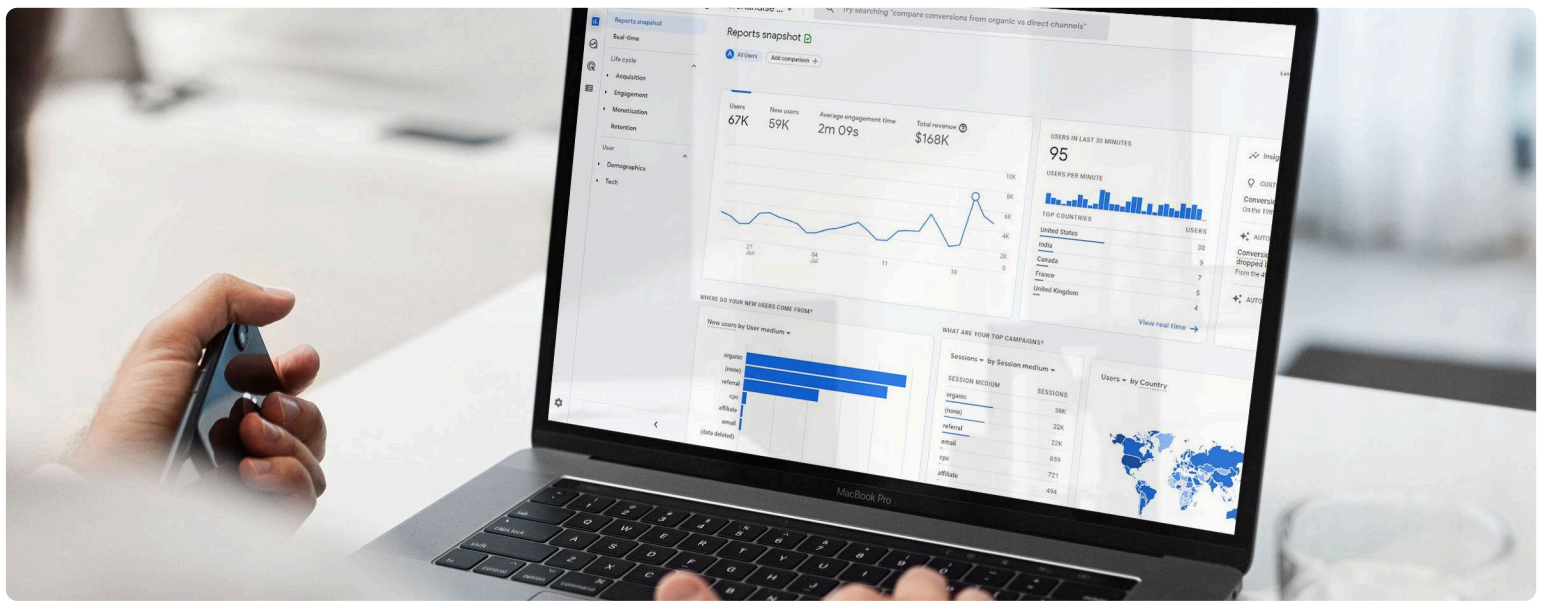
### Scaleable Content

Mapping national authority content to local intent through a parent–child SEO framework

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# Highlights

Rather than treating national and local SEO as separate efforts, Arc4 implemented a single ecosystem that mapped both National and Local SEO efforts at scale.




- Technical SEO Architecture
- Schema Markup Implementation
- Parent-Child Keyword Strategy
- Localized Keyword Strategy
- National Content Strategy
- Conversion Pathway Optimization

OVERVIEW

## Measurable Outcomes

| | | |
|---|---|---|
| 10X | **OVERVIEW** | Significant increase in both branded and non-branded search visibility |
| 10X | **OVERVIEW** | Strong growth in organic clicks and overall site engagement |
| 40% | **OVERVIEW** | Increased enrollment activity, including more scheduled tours |
| 10% | **OVERVIEW** | Improved performance across previously underperforming locations |

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## Operational Impact

Performance improvements were driven by a centralized, scalable SEO framework that reduced missing gaps between national and local SEO and improved consistency across multiple brands and locations.

By standardizing technical SEO architecture and implementing a parent-child relationship with content strategies, Arc4 has enabled significant organic growth resulting in an increase in traffic and enrollment across brands.

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## Why It Matters

This project represents Arc4's core strength of effectively localizing national SEO at scale.

For multi-location service brands, ranking nationally is not enough. Real growth happens when national authority is systematically translated into local demand, visibility, and conversions.

This engagement shows how Arc4 builds SEO systems that work across hundreds of locations, without increasing operational complexity.

## About Arc4

**Built for Multi-Location Brands That Need to Rank**

Arc4 supports multi-location brands that need to win in both national and local search. SEO, content, and location data are managed as a unified system to drive visibility, traffic, and lead generation across every market.

We focus on building scalable SEO infrastructure that supports growth at both the brand and location level. From national content strategies to optimized local pages, everything is structured to rank for high-intent searches while maintaining consistency across hundreds or thousands of locations.

Search is built into every layer. Technical SEO, local optimization, and AI search readiness work together to ensure each location is discoverable across traditional search engines and emerging AI-driven experiences.

- Proven Expertise in Multi-Location SEO Programs
- Leading National Strategy with Local Performance
- AEO and GEO Built Into Ongoing SEO Efforts
- Deep Experience with Local Search and Listings Ecosystems
- Focused on High Intent Search Visibility and Lead Generation
- AI Native Organization with a Deep Focus on AEO and GEO

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# 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

Request a Consultation