

interstate companies

HOW CAN LOCAL LISTINGS MANAGEMENT IMPROVE VISIBILITY AND TRUST FOR BUSINESSES?

Local listings management can improve visibility and trust by keeping business information accurate and consistent across Google, Apple, Bing, Yelp, Facebook and other third-party platforms. For Interstate Companies, Kinetic has managed local listings and supported location-specific website work to create more opportunities for Interstate locations to be indexed, discovered and trusted by customers searching online.

Every business listing across Google, Apple, Bing, Yelp and other platforms contributes to how customers discover and evaluate your business. Active local listings management helps ensure those opportunities consistently work in your favor.

Beyond Google Business Profile, managing listings across Apple Maps, Bing, Yelp, Facebook and relevant third-party directories can strengthen local SEO, support customer trust and help businesses appear more reliably in local search results, map-based searches and AI-influenced search experiences.

THE CHALLENGE

Interstate Companies, Inc., a growing industrial conglomerate headquartered in Minnesota, operates business units across more than 40 locations in the Midwest, Rocky Mountain, West and Southwest regions. Interstate's family of divisions includes I-State Truck Centers, Interstate Power Systems, Interstate Bearing Systems, Interstate Energy Systems and Interstate Assembly Systems.

Interstate focuses on distribution, sales and support of heavy-duty trucks, diesel engines, industrial bearing and power transmission products, industrial transmissions, power generation, transport refrigeration and other products. Interstate also provides contract assembly services and industrial labor.

Each Interstate location has unique contact information, operating hours, services and local market considerations.

Without ongoing business listing management, location information can quickly become inconsistent across search engines, mapping platforms and business directories. Incorrect phone numbers, outdated hours, conflicting addresses or incomplete profiles create friction for customers while weakening the trust signals search engines use to understand local businesses.

YOUR WEBSITE
IS ONLY **ONE**
PART OF
YOUR DIGITAL
PRESENCE.
IT'S
NO LONGER
JUST A
DESTINATION —
IT'S THE
SOURCE OF
TRUTH THAT
POWERS EVERY
DIGITAL
TOUCHPOINT.

As Google's local search ecosystem continues to evolve, maintaining accurate listings is no longer a one-time project. It requires continuous optimization, monitoring and engagement.

THE SOLUTION

For approximately five years, Kinetic Marketing & Creative has supported Interstate Companies' local listings management, helping the company maintain a more consistent presence across search engines, maps, directories and third-party business listings.

Kinetic manages Interstate's local listings through a comprehensive local SEO strategy that supports accurate business information across major search engines, maps, directories and third-party platforms. The work includes active management of key profiles such as Google, Apple, Bing, Yelp and Facebook through Merchynt's AI-driven Paige platform, supported by ongoing strategic oversight from Kinetic's team.

The engagement began with establishing and optimizing every location profile, then transitioned into ongoing management across Google's local ecosystem and other major business directories.

Today, Kinetic's local listings management includes:

- Google Business Profile optimization
- Apple Business Connect management
- Bing Places optimization
- Yelp and Facebook profile management
- Citation management across additional directories
- AI-assisted review response management

- Regular Google Business Profile updates and posts
- Continuous monitoring for data accuracy
- Listing optimization to support local SEO performance

THE RESULTS

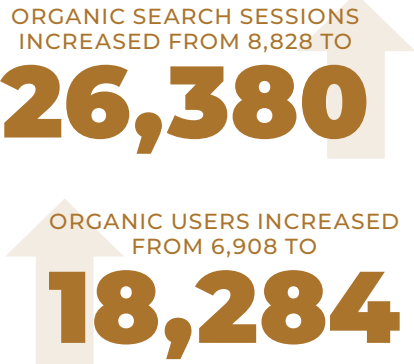
Interstate implemented centralized local listings management across **40 locations** in May 2022. The strongest results appeared across its multi-location operating brands, where accurate listings support local discovery, service-area visibility and location-based searches.

Across the three multi-location websites with valid pre-implementation GA4 baselines, organic search sessions increased from **8,828 to 26,380**, a gain of **198.8%**. Organic users increased from **6,908 to 18,284**, up **164.7%**. All three comparable brands recorded organic growth.

KEY TAKEAWAY

Following the implementation of centralized local listings management across **40 locations**, organic search sessions nearly tripled across Interstate's multi-location brands with comparable historical data. Each brand recorded meaningful growth, with increases ranging from **81.8% to 475.3%**.

These results demonstrate a strong relationship between centralized listings management and improved organic visibility, though other marketing, website and business factors may also have contributed.



MULTI-LOCATION BRAND	BASELINE ORGANIC SESSIONS	RECENT ORGANIC SESSIONS	CHANGE
Interstate Bearing Systems	966	1,756	+81.8%
Interstate Power Systems	6,055	14,229	+135.0%
Interstate Assembly Systems	1,807	10,395	+475.3%
TOTAL	8,828	26,380	+198.8%