

Tile America

Tile America runs several showrooms across Connecticut. People couldn't find them in search. Arising Media fixed that, and now they rank for the searches that matter.

ENGAGEMENT

Arising Media client

| Where Tile America started

When Tile America, a Connecticut based tile design company operating multiple showroom locations throughout the state, approached us, they were experiencing significant visibility challenges that were directly affecting their ability to connect with local customers and generate business leads. Their primary concern was that they were not appearing effectively in local search results, and more importantly, they were failing to capture location specific searches where potential customers were actively seeking tile design services and showroom experiences near them. This visibility gap was creating obstacles in connecting with homeowners planning renovation projects, contractors seeking tile services for their clients, and commercial businesses requiring professional tile installation. Their existing website was not properly structured to support their multi-location showroom model, which depended on local market penetration and foot traffic to physical locations.

| Our approach

We restructured their website architecture to give each showroom location its own dedicated page improved for local search in that specific market. Each location page included accurate address, hours, phone number, and location-specific content that helped search engines understand the geographic relevance for nearby searchers. We audited and corrected their Google Business profiles for each location, ensuring consistent business information across all local directories. Schema markup was implemented across the site to help search engines surface the right location to searchers based on their area. We also worked on service category pages to capture searches from contractors and commercial buyers who often search differently than homeowners.

| What changed

Tile America's showrooms are now findable when customers in their specific Connecticut markets search for tile design, showrooms, and installation services nearby. Each location has a credible, indexed presence that matches the professional quality customers expect when they walk into a showroom. Contractor and commercial leads arrive through service category pages that capture professional buyers earlier in their sourcing process. The consistent business information across all directories reduces confusion that was previously causing customers to call the wrong location or find outdated hours.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.

