



## Results snapshot:

- +9 average ranking lift
- 86 new keywords
- Multiple pages hit Top 10
- 43 nonprofits supported

## Service:

- Sponsorship link building for local businesses

**Client:** Dial One Plumbing

**Industry:** Plumbing

**Size:** Family-owned, multi-location

**Location:** Dallas–Fort Worth, Texas



# 43 Local sponsorships help dial one plumbing boost rankings and community visibility

## The challenge

Dial One Plumbing had built local landing pages across its service area, but many weren't surfacing in search results. Despite decades of trust and referrals, the company wasn't ranking for competitive service searches in key locations.

With a lean marketing budget, they needed stronger local visibility while reinforcing their community-first identity.

## Our solution

We launched a hyper-local sponsorship campaign with 43 nonprofits to boost visibility in target service areas and reinforce Dial One Plumbing's role as a community-first brand.

## Roadblocks

- Many nonprofits were volunteer-led and short on time. ZipSprout provided reminders, guidance, and hands-on support to keep campaigns moving.
- Some organizations were unfamiliar with digital sponsorships. The team offered content help and walked them through the process step by step.
- SEO goals sometimes clashed with community preferences. ZipSprout adapted anchor text and messaging to ensure links felt natural and authentic.