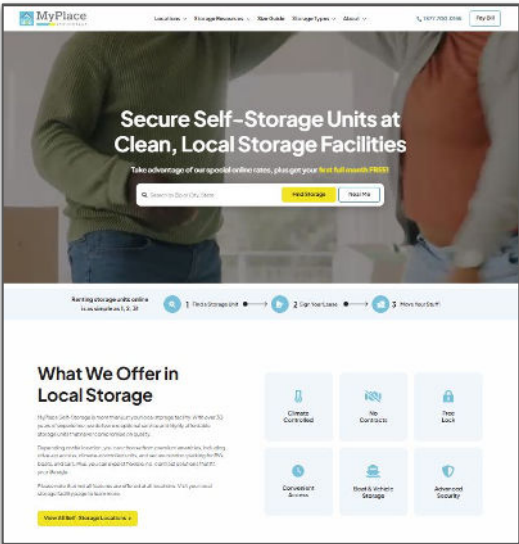




MyPlace Self-Storage + JumpFly  
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# JumpFly SEO Strategy Increases Organic Clicks 59.3% Year-Over-Year



## The challenge

MyPlace Self-Storage, a growing presence in the **self-storage industry**, aimed to **drive rentals** in 15 states across the US.

## The approach

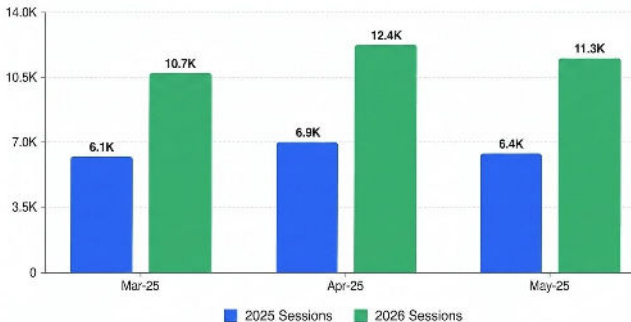
JumpFly developed a strategy that required a two-step approach. First, each location needed a strong, central **location page** that was linked from the site's header navigation. Second, to capture the many ways that people search for storage, JumpFly assessed the need for **location pages targeted toward niche storage types** (for example: climate-controlled storage, boat storage, or car storage). This was done on a **location-by-location basis** determined by niche, localized search volume.

To help location pages stand out, each page includes important business details, localized information about the surrounding community as pertaining to storage needs, and information about management when available.

## The results

MyPlace Self-Storage has seen powerful, consistent growth, with **59.3% more clicks** in organic search clicks year-over-year (YoY). **Organic conversions are also up 29.5% YoY**, even during historically slower months due to seasonality.

Organic Sessions (Spring 2026 vs Spring 2025)



“Working with JumpFly on our SEO strategy has been an incredible partnership that not only maximized our old website but also expertly guided the planning and deployment of our new site. The results speak for themselves, highlighted by massive YoY growth in conversions and surpassing 1.18 million monthly impressions.”

— Nicolas Rincon, VP of Digital Marketing, MyPlace Self-Storage

## Featured solutions:

- Competitive Content Analysis
- Navigation Strategy
- Optimized Location Pages
- Strategic Interlinking

59.3%

Increase in Organic Clicks\*

\*comparing March-May 2026 to 2025 YoY

29.5%

Increase in Organic Conversions\*