

FINDR

QUARTERLY PERFORMANCE RECAP

City of Cypress Springs

Three Locations · Three Months

Public Library · Recreation Center · Senior Center

REPORTING PERIOD · MONTHS 1–3 POST-ENGAGEMENT

From No Data to Real Decisions

Three months ago, the City of Cypress Springs had no usable performance data for any of its three audited locations. Phone calls, direction requests, website clicks, search behavior, geographic demand — none of it was being measured because none of the profiles were properly verified, controlled, or maintained.

Today, every metric in this report exists because Findr fixed the underlying infrastructure. The numbers below represent real residents finding real services, taking real actions to engage with City facilities. Each number is something the City couldn't see before.

This report covers the first three months of monthly reporting. The pattern across all three locations is consistent: discovery is up sharply in month one as corrected profiles begin to surface in search results, and continues to compound through months two and three as photos accumulate, reviews are responded to, and the City's profiles begin to outrank competitors and outdated information.

Key Headlines

- **Public Library:** Profile views grew 187% from Month 1 to Month 3
- **Recreation Center:** Now appears on Apple Maps for the first time; phone calls grew 234% over the period
- **Senior Center:** Three duplicate Google listings consolidated into one verified profile; direction requests grew 412%
- **Across all three:** All three locations responded to 100% of new reviews within 48 hours, up from 0% pre-engagement

Cypress Springs Public Library

Google Business Profile — Three-Month Performance

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Profile views	2,184	4,217	6,267	+187%
Searches showed profile	1,456	2,891	4,118	+183%
Phone calls	47	112	168	+257%
Direction requests	89	203	341	+283%
Website clicks	324	687	1,045	+223%
Total interactions	460	1,002	1,554	+238%

Profile views nearly tripled in three months. The largest single driver was correcting the hours of operation — once Saturday and Sunday hours appeared correctly, the Library began surfacing in weekend searches it had been completely invisible for. Direction requests grew faster than overall views, indicating that residents who find the Library are more likely to actually visit it now that they trust the listing's accuracy.

Apple Maps — Three-Month Performance

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Place card taps	118	203	287	+143%
Place card views	201	346	488	+143%
Direction requests	62	118	176	+184%
Website clicks	34	78	122	+259%
Phone calls	18	41	63	+250%

Top Search Terms (Month 3)

Rank	Search Term	Impressions	Notes
1	library near me	847	Generic discovery searches — now ranking competitively
2	cypress springs library	612	Branded searches confirming awareness is building
3	library hours	423	Was completely invisible to this search pre-engagement (hours were wrong)
4	library card sign up	298	Drives Action Button click-throughs

5	free wifi library	187	Surfaces because Findr added "free wifi" as an attribute
6	kids storytime	156	Surfaces because Findr added Children's Library as a category
7	meeting rooms	134	Surfaces because Findr added meeting room reservation as a service

Geographic Demand

Top 5 zip codes for direction requests in Month 3:

Rank	Zip Code	Area	% of Direction Requests
1	33543	Cypress Springs (Central)	31.4%
2	33544	Cypress Springs (North)	18.7%
3	33559	Lutz	12.3%
4	33558	Lutz/Land O'Lakes	9.6%
5	33545	Cypress Springs (East)	8.1%

80% of direction requests come from within the City and immediately neighboring zip codes — confirming that the Library serves a tight local audience and any outreach budget should focus on these five zips.

Cypress Springs Recreation Center

Google Business Profile — Three-Month Performance

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Profile views	3,847	6,124	9,318	+142%
Searches showed profile	2,412	4,089	6,201	+157%
Phone calls	73	168	244	+234%
Direction requests	134	287	456	+240%
Website clicks	489	923	1,612	+230%
Total interactions	696	1,378	2,312	+232%

The Recreation Center had the strongest Month 1 baseline of the three locations because it had been verified (just abandoned). Once Findr regained access and updated the profile with current hours, summer programming descriptions, and 23 new photos, growth was immediate. Phone calls more than tripled — 244 calls in Month 3 represents roughly 8 calls per day from search results alone.

Apple Maps — From Zero to Visible

This location had no Apple Maps presence at the start of the engagement. Findr created and verified a new place card in Month 1.

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Place card taps	67	184	312	+366%
Place card views	112	289	501	+347%
Direction requests	41	118	208	+407%
Website clicks	23	76	147	+539%
Phone calls	12	38	71	+492%

Every interaction in this table represents an iPhone user the City could not reach three months ago. The 208 direction requests in Month 3 alone are 208 residents Apple was previously routing to private competitors.

Top Search Terms (Month 3)

Rank	Search Term	Impressions	Notes
1	rec center near me	1,124	Highest-volume generic search; Rec Center now wins this category

2	cypress springs recreation	734	Branded — strong recall
3	summer camp	612	Surfaces because Findr added camp programs to Services
4	youth sports registration	489	Connects directly to revenue-generating program signups
5	swimming lessons	367	Surfaces because of pool attribute and photos
6	pickleball courts	298	Trending search; Findr added pickleball as a service in Month 2
7	gym near me	234	Surfaces against private competitors

Geographic Demand

Top 5 zip codes for direction requests in Month 3:

Rank	Zip Code	Area	% of Direction Requests
1	33543	Cypress Springs (Central)	27.8%
2	33544	Cypress Springs (North)	16.4%
3	33545	Cypress Springs (East)	13.2%
4	33559	Lutz	10.7%
5	33558	Lutz/Land O'Lakes	8.3%

The Rec Center pulls slightly broader geographically than the Library — likely because youth sports and summer camps draw families from neighboring areas. 33545 (East Cypress Springs) is showing emerging demand and is worth targeted outreach for fall program enrollment.

Cypress Springs Senior Center

Google Business Profile — Three-Month Performance

This location had the most severe pre-engagement issues: three duplicate listings, conflicting addresses, broken phone numbers. Findr's first task was consolidation — merging two duplicates and removing the third — which is reflected in the Month 1 baseline as the merged combined listing.

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Profile views	1,247	2,891	4,623	+271%
Searches showed profile	823	1,756	2,891	+251%
Phone calls	31	98	167	+439%
Direction requests	52	151	266	+412%
Website clicks	187	412	734	+292%
Total interactions	270	661	1,167	+332%

Phone calls grew 439% — the largest percentage gain across all three locations and both platforms. This is unsurprising given the demographic. Seniors are far more likely than other audiences to call directly from a search result rather than navigate to a website. With the correct phone number now showing across both platforms, calls began compounding immediately.

More importantly, the percentage of seniors arriving at the wrong address — a documented problem pre-engagement — has dropped to zero in the past three months according to Community Services intake records.

Apple Maps — Three-Month Performance

Metric	Month 1	Month 2	Month 3	M1 → M3 Growth
Place card taps	84	172	278	+231%
Place card views	147	291	445	+202%
Direction requests	53	118	201	+279%
Phone calls	27	73	129	+378%
Website clicks	19	54	98	+416%

Top Search Terms (Month 3)

Rank	Search Term	Impressions	Notes
1	senior center near me	523	High-intent generic search

2	cypress springs senior center	412	Branded recovery — was previously split across 3 listings
3	senior activities	287	Surfaces because of new program descriptions
4	senior transportation	234	Findr added transportation services to the profile in Month 1
5	free meals seniors	189	Surfaces because of nutrition program now listed as a service
6	senior fitness classes	167	Surfaces because Findr added fitness as a service category
7	medicare help	134	Drives high-value Action Button clicks to assistance program

Geographic Demand

Top 5 zip codes for direction requests in Month 3:

Rank	Zip Code	Area	% of Direction Requests
1	33543	Cypress Springs (Central)	34.6%
2	33544	Cypress Springs (North)	21.2%
3	33545	Cypress Springs (East)	12.8%
4	33559	Lutz	9.4%
5	33549	Lutz (South)	6.1%

The Senior Center has the most concentrated geographic audience of the three locations — 84% of all direction requests come from within just 5 zip codes. This makes hyper-local outreach (mailers, neighborhood association partnerships, ad targeting) particularly cost-effective.

Three Locations · Month 3 Snapshot

Metric	Library	Recreation Center	Senior Center
Profile Views (Google)	6,267	9,318	4,623
Total Interactions (Google)	1,554	2,312	1,167
Phone Calls (Google + Apple)	231	315	296
Direction Requests (Google + Apple)	517	664	467
Website Clicks (Google + Apple)	1,167	1,759	832
Place Card Taps (Apple)	287	312	278

The Recreation Center is now the highest-volume facility across nearly every metric — appropriate given it serves the broadest demographic and offers the widest range of programs. The Senior Center punches above its weight on phone calls (296), reflecting the audience's preference for direct contact. The Library is the most efficient on website clicks per profile view, indicating strong intent from its searchers to access digital resources.

What This Has Meant

Resident Reach

Across the three locations, Findr's verified profiles delivered:

- 20,208 profile views in Month 3 alone — none of which the City would have captured pre-engagement
- 2,955 direct interactions in Month 3 (calls, directions, website clicks combined)
- 877 documented phone calls placed directly from search results
- 1,648 direction requests, each representing a resident actively planning a visit

Service Access Improvements

- **Critical fix:** Senior Center: zero documented "wrong address" arrivals since Month 1, down from a documented average of 0.8 per week pre-engagement
- **Hours fix:** Library: weekend visits up significantly (Saturday hours now visible in search for the first time in 3+ years)
- **Apple Maps:** Rec Center: now visible to iPhone users for the first time, capturing the 56% of Florida's mapping audience that was previously routed elsewhere

Reputation Management

- All 54 backlogged reviews across the three locations have been responded to
- New reviews are being responded to within 48 hours (100% response rate)
- Average star rating across the three locations has risen from 3.7 to 4.2 over the three-month period

What the City Now Has That It Didn't Three Months Ago

Beyond the raw performance numbers, Findr has built something more valuable: a measurement infrastructure. Going forward, every program launch, hours change, special event, or facility closure can be measured against baseline data. Every department head can answer the question "is this working?" with real numbers instead of guesses.

Without this foundation, decisions about where to spend marketing budget, which programs to expand, which times to extend hours, or which neighborhoods to focus outreach on are guesses. With it, they're informed.

Looking Ahead

Continued Optimization

- Continue monthly photo uploads (target: 4-6 new photos per location per month)
- Begin using Google Posts proactively for program registration windows
- Add seasonal Apple Maps Showcases for upcoming summer programs
- Expand reviews response strategy with templated quick-reply categories

Strategic Use of the Data

Each department now has the data to make informed decisions about its specific upcoming initiatives. Findr has prepared a companion document — Strategic Use Cases for Cypress Springs Departments — outlining how the Library, Recreation Center, and Senior Center can each apply this data to specific upcoming events and programs:

- **Library:** Summer Reading Program registration (June-July)
- **Recreation Center:** Fall Youth Sports League sign-ups (registration window opens August)
- **Senior Center:** Annual Health & Wellness Fair (October)

Expanded Findr Engagement

With three locations now performing strongly, the City may consider expanding Findr's scope to additional facilities: parks, city hall, the police community room, public works customer service, and the parks & rec administrative offices. A scoping conversation is recommended at the six-month mark.