

Getting a local business found, *by people and by AI.*

CG Granite Countertops is a countertop fabricator with showrooms in Racine, WI and Gurnee, IL. Here's where they show up in Google today, and the website, review, video, and PR work behind it.

GOOGLE MAP RESULTS

Top 3

for most of the key local searches we targeted, including three #1 spots.

GOOGLE VIDEO RESULTS

10 of 12

top short videos for "countertops racine wi," plus #1 for a regional search.

GOOGLE AI MODE

Named

in AI answers about the client's main services, first in all four shown.

GOOGLE REVIEWS

7 → 27+

new reviews, the year before vs. after the review funnel.

MY ROLE

Google search results [pp. 2-6](#) → · AI Mode [pp. 5-6](#) →

- **Search:** keyword research for the areas and services the client wanted to grow; homepage and FAQ copy; 7 new location pages; reorganized site navigation and service menus [pp. 7-8](#) →
- **Website:** redesigned the header and simplified the menu, adding social links; built the site footer from scratch (the site had none before) [p. 8](#) →
- **Google Business Profiles:** optimized and managed both locations with regular photo updates; fixed inconsistent listings on other key sites [pp. 2-3, 12](#) →
- **Short-form video:** I recommended shifting the focus from mostly photos to short vertical video across their social channels; they sent raw footage, and I handled editing, audio, end cards, and each post's keywords, hashtags, and locations [pp. 4, 12](#) →
- **Reviews:** a QR-code review funnel with thank-you cards I wrote and designed, and replies to every review for much of our work together [pp. 10-11](#) →
- **PR and events:** three campaigns (August 2025 – February 2026) with event pages, press releases, social posts, and graphics [pp. 13-17](#) →
- **Leads:** a "Get a Quote" button in the header and on key pages, an updated Contact page, and a rebuilt quote form that captures the project's state and city, measurements, and how each lead heard about the client [p. 9](#) →

HOW TO READ THIS

These are highlights, not every search: the client ranks in the top three for most, but not all, of the terms we targeted. I ran the searches in October 2026 in a private window from southeast Wisconsin, and results vary by location, device, and date. Paid "Sponsored" listings aren't counted. The client also works with other agencies, and their strong reviews help too, so these results reflect a team effort.

Top three on the map

The “Places” box is often the first thing local searchers see. The client ranks in the top three for most of the key local searches we targeted. A few highlights:

“countertops gurnee il”

#1 IN THE MAP RESULTS

Gurnee showroom listed first, ahead of nearby fabricators.

countertops gurnee il

AI Mode All Shopping Maps Images Forums Videos More

Open now Top rated Small business

Gurnee, IL · Choose area

Places



CG Granite Countertops

5.0 ★★★★★ (39) · Countertop store

34491 N Old Walnut Cir · (224) 541-4078

Open · Closes 5 PM

"Our new quartz countertops look amazing."



United Stone Works Inc

5.0 ★★★★★ (41) · Countertop store

1514 St Paul Ave · (773) 540-3774

Closes soon · 3:30 PM

"Easy people to work with, fair price and the countertops look beautiful."



Stone Cabinet Works | TOP Kitchen, Bathroom De...

4.9 ★★★★★ (44) · Countertop store

7075 Grand Ave Ste 3b · (847) 453-9884

Closes soon · 3 PM

"They did a great job and installed my countertops in record time."

Sponsored



Factory Plaza, Inc

4.7 ★★★★★ (887) · Kitchen remodeler

429 South Evergreen Avenue · (630) 616-9999

Open · Closes 5:30 PM

In-store shopping · Curbside pickup · Delivery

“countertop fabricators gurnee il”

#1 IN THE MAP RESULTS

Same top spot for a more specific “fabricators” search.

countertop fabricators gurnee il

AI Mode All Shopping Maps Images Forums Videos More

Open now Top rated Small business

Gurnee, IL · Choose area

Places



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Closes soon · 3 PM

"They did a great job and installed my countertops in record time."

More places

Jessica Hough · Search results captured October 6, 2026

“countertop installation northeast il”

#1 IN THE MAP RESULTS

A broad regional search. Google notes that the client's website mentions countertop installation.

countertop installation northeast il

AI ModeAllShoppingImagesMapsVideosForumsMore

Open nowTop ratedSmall business

IllinoisChoose area

Places



CG Granite Countertops

5.0 (39) · Countertop store

Gurnee, IL · (224) 541-4078

Open · Closes 5 PM

Their website mentions countertop installation



Counter Craft

4.7 (15) · Countertop store

Waukegan, IL · (847) 336-8205

Closes soon · 3 PM

"Great Job on my counter top"



Specialty Marble and Granite Inc.

4.8 (65) · Marble contractor

Hainesville, IL · (847) 986-4439

Open · Closes 5 PM

"They do great work and have fair pricing and awesome customer service."

More places

The Home Depot

“countertops racine wi”

#3 IN THE MAP RESULTS

Third among regular listings in Racine (paid “Sponsored” listings not counted).

countertops racine wi

Places



Sponsored

K.G. Stevens

4.9 (1.2K) · Countertop store

11100 West Silver Spring Road · (262) 432-1060

Open · Closes 4 PM

Delivery

Fast Stone Quote Turnaround - Call Us Today. #1 in Wisconsin for Stone Countertops. Free Consultations...



Premier Countertops

5.0 (31) · Countertop store

(262) 620-3157

Open 24 hours

"... also created a new top for our island to match the new countertops."



Infinity Countertops & Quarts Countertops

4.9 (35) · Countertop store

1291 Center St · (262) 800-8334

Open · Closes 6 PM

"The team was knowledgeable and the countertops were installed perfectly."



CG Granite Countertops

5.0 (88) · Countertop store

1652 Phillips Ave · (262) 800-1105

Open · Closes 5 PM

"Very fast fabrication of our slab and the workmanship is amazing."

More places

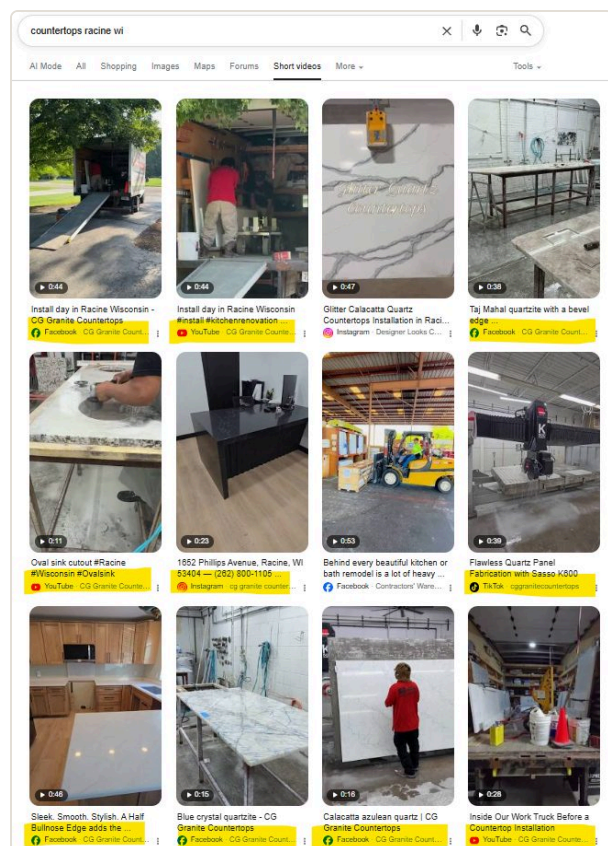
Short videos that rank

When I started, the client posted mostly photos and longer horizontal videos. Short vertical video was taking off, so I recommended shifting the focus there while keeping photos in the mix. From then on, the client sent me raw footage and I did everything else: editing, adding or adjusting audio, end cards, and optimizing each video across their social channels. After 7 months of working with them, the client brought social media in-house so a family member could take it over. Today, their short videos rank at the top of Google's short video results for core local searches. A few highlights:

“countertops racine wi”

10 OF THE TOP 12 SHORT VIDEOS

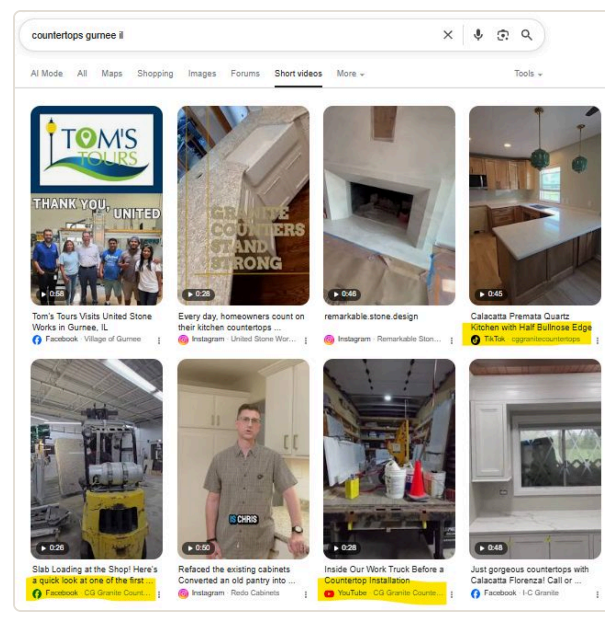
On Google's Short videos tab, 10 of the top 12 results are the client's, across Facebook, YouTube, Instagram, and TikTok. Captured October 14, 2026.



“countertops gurnee il”

#5 AND #7 SHORT VIDEOS

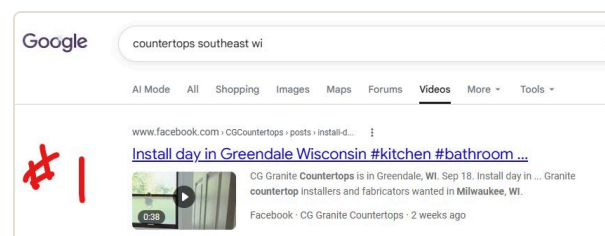
The client holds 3 of the top 8 short videos, including two I edited and posted more than a year ago, still at #5 and #7. Captured October 14, 2026.



“countertops southeast wi”

#1 VIDEO RESULT

An install-day video ranks first for a broad regional search.



Recommended by AI

When I asked Google's AI Mode for local recommendations, the client was named first in each answer below.

“countertop fabricators that offer white quartz near Racine WI”

NAMED FIRST

Listed first among “Top Fabricators for White Quartz in the Racine Area.”

countertop fabricators that offer white quartz near Racine WI

Finding the perfect **white quartz countertop**—whether you want a crisp, modern solid white or a subtle, marble-veined Calacatta look—is easy around Racine. Because white quartz is incredibly popular, the top local fabricators keep a diverse selection of bright white slabs and samples directly in stock or work with nearby regional distributors to let you hand-select your exact stone. [wisconsingranitedesign... »1](#)

Top Fabricators for White Quartz in the Racine Area



CG Granite Countertops
5.0 ★★★★★ (88)
Countertop contractor
Open · 1652 Phillips Ave

Call

Directions

Website

Located right on Phillips Ave, they are highly regarded for their customer service and precise installations. They specifically showcase stunning transformations utilizing **White Bianco Quartz** and other marble-alternative patterns. Reviewers note that they will also send you directly to their wholesale suppliers to hand-pick the exact white quartz slab for your layout.



Infinity Countertops & Quartz Countertops
4.9 ★★★★★ (35)
Countertop store
Open · 1291 Center St

Call

Directions

Website

Operating out of Center St, this local fixture utilizes high-tech CNC sawjets to handle complex cuts,

“what local countertop fabricators offer installation?”

NAMED FIRST

Listed first, with a linked excerpt about the client's measuring, custom fabrication, and installation services.

what local countertop fabricators offer installation?

Virtually **all dedicated local countertop fabricators in the area operate as full-service shops**, meaning they handle the entire process from laser-measuring to final **installation**. In fact, local stone professionals highly recommend using the same company for fabrication and installation, as it ensures they own the exact fit, seamless joins, and risk of handling the heavy slabs.

Local Full-Service Fabricators & Installers



CG Granite Countertops
5.0 ★★★★★ (88)
Countertop contractor
Open · Racine, WI

Call

Directions

Website

They provide complete **turnkey installation services** across Southeastern Wisconsin. Their team handles the [initial measuring, full-service custom fabrication, and precise final installation](#) so you don't have to coordinate with outside subcontractors.



Infinity Countertops & Quartz Countertops
4.9 ★★★★★ (35)
Countertop store
Open · Racine, WI

Call

Directions

Website

This shop explicitly includes [delivery and on-site professional installation](#) as part of their standard project scope. Reviewers specifically highlight their clean, punctual installation crews who complete jobs efficiently.

“countertop showroom
racine wi for quartz
and granite”

NAMED FIRST

Listed first among showrooms in Racine, with a linked reference to their remodeled showroom.

countertop showroom racine wi for quartz and granite

The best local countertop showrooms right in Racine that display physical samples and full slabs of both quartz and granite are full-service fabricator yards. Visiting these locations allows you to browse stone selections, look at different finishes (like polished or leathered), and finalize your project details under one roof.



Top-Rated Showrooms Located Directly in Racine



CG Granite Countertops
5.0 ★★★★★ (88)
Countertop contractor
Open · Racine, WI

Call Directions Website

CG Granite Countertops (1652 Phillips Ave. Racine, WI): This highly rated, family-owned provider features a beautifully [remodeled stone showroom](#) right in the heart of town. Reviewers consistently note that the team utilizes advanced rendering software in-store so you can visualize exactly how granite and quartz patterns will flow across your seams and kitchen island cutouts before a single cut is made.



Infinity Countertops & Quartz Countertops
4.9 ★★★★★ (35)
Countertop store
Open · Racine, WI

Call Directions Website

“best fabricator for
white quartz
countertops with
installation in
northeast il”

NAMED FIRST

Named “the premier choice” for white quartz with installation in Northeast Illinois. Captured October 14, 2026.

best fabricator for white quartz countertops with installation in
northeast il

If you are looking for the absolute best custom fabricator for **white quartz countertops with full-service installation** in Northeast Illinois (Lake County and the surrounding North Shore), the premier choice is [CG Granite Countertops in Gurnee](#).

White quartz demands impeccable execution—bright white backgrounds heavily expose poorly colored seam epoxies, uneven leveling, or mismatched grain veining. **CG Granite Countertops** is highly competitive on pricing and carries a perfect **5-star rating**. Local homeowners explicitly praise them for their patient, thorough design guidance (helping clients select the right shades of white under realistic showroom lighting) and their pristine laser-templated installations.

If you are located further south toward Cook County or require massive, commercial-scale production lines with robotic precision cutting, **GMD Chicago** in Schiller Park is another elite, 5-star option renowned for seamless full-height quartz backsplashes and mitered waterfall edges.

Top Full-Service Quartz Fabricators in Northeast IL



CG Granite Countertops
5.0 ★★★★★ (39)
Countertop contractor
Open · Gurnee, IL

Call Directions Website

- Why them for White Quartz:** A family-operated storefront that walks you through every step of the stone matching process. They make sure the modern edge profiles and vein lines line up beautifully before any cuts are made.
- The Track Record:** Celebrated for their responsiveness and immaculate cleanup crews who treat your home with total respect.
- Location:** 34491 N Old Walnut Cir, Gurnee, IL 60031

Homepage copy, before and after

WHAT CHANGED

- One long paragraph became scannable sections with clear headings
- Named the services and stone types customers search for
- Added the service area (Southeastern Wisconsin and Northeastern Illinois) and both showrooms
- Ended with a clear call to request a free quote

BEFORE

CG GRANITE COUNTERTOPS Where Quality Meets Craftsmanship: Your Countertop Experts

[GET IN TOUCH](#)

Granite Countertops Are What We Do Best!

Who We Are

Our hospitality driven customer service experience will make you feel at ease while working with our sales staff. We listen to your needs so that we know what direction to help you travel in as you view stone possibilities. We educate our clients on the pros and cons of various stone selections. Every step of the way our team is thinking about making this the best project experience for our clients... the most important part of our business. CG Granite works with vendors who have high quality stones and their quartz products have warranties and care guides. When considering natural stone (granite, dolomite, marble, quartzite) or a man made stone such as quartz, take the time to research your stone selection prior to commitment. Quartz is a great choice that offers easy maintenance. Many "one of a kind" natural stones will add timeless beauty to your home. CG Granite is passionate about the projects we create. We help clients find the right stone to fit every budget. Our accomplished and skillful team of fabricators and installers will be mindful of your home and will carefully create and install your project. Your home is of the utmost importance to our team of craftsmen. CG Granite is family owned and operated. Curenio personally oversees each project to make sure complete client satisfaction is delivered.

Archived copy (Wayback Machine, August 2024). Original styling didn't load, so compare the content and structure.

AFTER

Why Choose Us?

Custom Stone Fabrication for Every Space, Crafted with Care

At CG Granite Countertops, we're more than just **countertop fabricators**; we're dedicated to providing exceptional quality and personalized service to **homeowners throughout Southeastern Wisconsin and Northeastern Illinois**. As a family-owned business, we focus on friendly service and excellent quality, crafting custom stone projects to fit your style and budget.

We specialize in crafting **quartz and natural stone such as granite, dolomite, marble, and quartzite** for a variety of home projects, including **kitchen countertops, bathroom vanities, shower surrounds, fireplace surrounds, bar tops, and more**.

Why Homeowners Choose CG Granite Countertops:

- ✓ Family-Owned: We care about your satisfaction. Our owner personally oversees each project.
- ✓ Great Customer Service: We work hard to make sure you're happy.
- ✓ Expert Help: We explain stone choices and help you find the best fit for your home.
- ✓ Custom Fabrication & Installation: Our skilled team does careful, precise work using top-notch technology.
- ✓ Quality Stone: We get our granite, quartz, marble, and quartzite slabs from trusted suppliers.
- ✓ Wide Service Area: We serve all of Southeastern WI and Northeastern IL.
- ✓ Showrooms: Browse our stone samples at one of our showrooms in Racine, WI or Gurnee, IL. See full-size stone slabs at our Racine location.

We understand that choosing the right **countertop contractor** or **stone fabricator** can be overwhelming. That's why we take the time to educate you on your options, helping you select the perfect stone for your needs. Whether you prefer the durability of **quartz countertops** or the natural beauty of **granite countertops**, we'll guide you through the process.

When it comes time to **remodel your kitchen or bathroom**, create a stunning fireplace, or enhance any space with custom stone, CG Granite Countertops can help. **Request a free quote today**. Want to visit us in person? Stop by one of our showroom stores in **Racine, WI** or **Gurnee, IL** and let us help you bring your vision to life.

Navigation and location pages, before and after

WHAT CHANGED

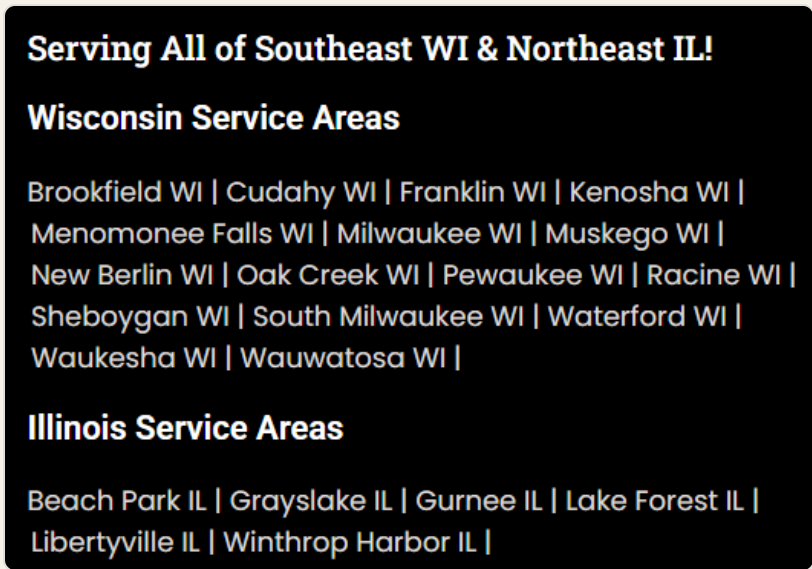
- Moved the location pages out of a crowded top menu and into the new footer, so the main navigation is easier to use
- Added 7 new location pages (1 in Wisconsin, 6 in Illinois), each linking to the quote form
- Built the site's first footer, which organizes service areas by state
- Changed the menu link and hover colors to match the client's brand

BEFORE



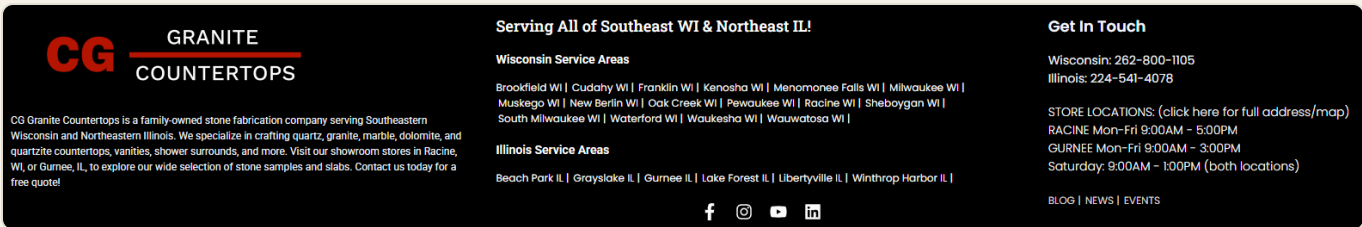
Archived copy (Wayback Machine, August 2024). Original styling didn't load, so compare the content and structure.

AFTER



Detail: service areas in the new footer

AFTER



The full new footer

Quote form, before and after

The client needed more information from each lead before calling with a quote, so I rebuilt the form around what their team needs to price a job.

WHAT CHANGED

- Replaced the “Your Location” state dropdown with required Project State and Project City fields, so the team knows where the job is, not just where the customer lives
- Added “How did you hear about us?” (my suggestion) to show which marketing channels bring in leads
- Replaced the “Drawings/Layouts” upload with a measurements upload, the information the team needs for a quote
- Changed the generic “Your message” to “Describe your project”
- Marked required fields and split the name into first and last
- Improved readability: white labels instead of red on dark gray, and a brand-red Submit button that stands out

BEFORE

Get A FREE Quote

Your name

Your email

Your Phone Number

Your message (optional)

Your Location

—Please choose an option—

Drawings/Layouts

Choose File

No file chosen

SUBMIT

AFTER

Get A FREE Quote!

Name *

First Last

Phone *

Email *

Project State *

Select

Project City *

0 of 100 max characters.

How did you hear about us? *

Select

Measurements

Choose File

No file chosen

If you have measurements or drawings, upload the files here.

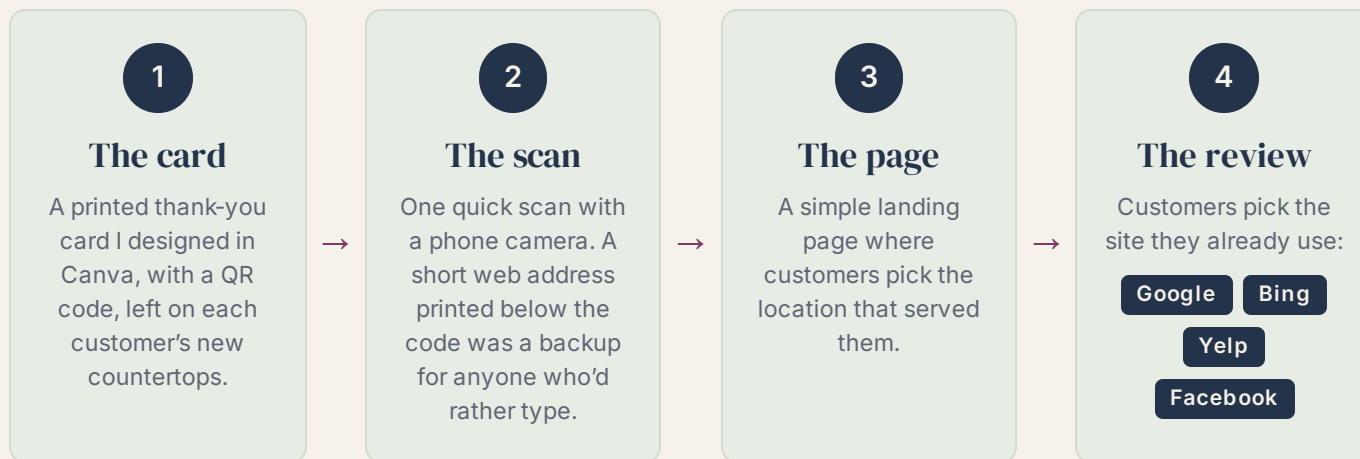
Describe Your Project

Submit

REVIEWS

A review funnel, from card to click

Happy customers often mean to leave a review and then forget. I built a simple path that makes it easy at the moment they're happiest: right after their new countertops go in.



WHY A LANDING PAGE

The client has two locations, so a single review link could send customers to the wrong profile. The landing page let each customer pick the location that served them and the site they already use, so every review landed in the right place.

REPLYING TO EVERY REVIEW

For much of our work together, I wrote a response to every review the client received. Replies show shoppers that a real person is listening, and they keep the business profile active.

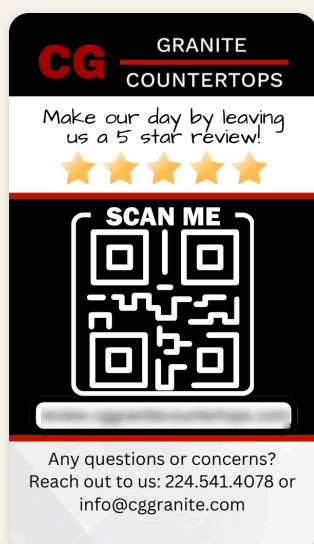
THE RESULT

7 → 27+

new Google reviews across both locations, in the 12 months before vs. the 12 months after the funnel launched

Racine: 5 → 21+

Gurnee: 2 → 6



THE CARD

I wrote and designed the card in the client's colors and voice: professional, yet candid and simple. Growing social followers was a top priority then, so the thank-you side features their social channels, with the icons in full color to catch the eye. The client's team left one on each customer's new countertops. The client has since changed their website addresses, so the review landing page is no longer online.

REVIEWS

What customers said

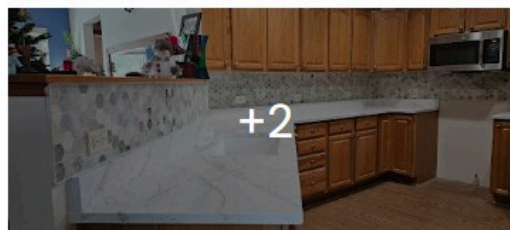
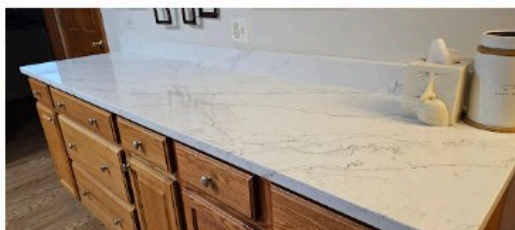
A few of the Google reviews that came in after the funnel launched. Detailed reviews that mention staff, the city, and the project give shoppers real reasons to trust the business, and give Google and AI tools specific details to match. Reviewer names and photos are blurred.



2025.12.08



I had a great experience with CG Granite Countertops! Sandy was patient and helped me select the perfect quartz for my kitchen. The measurement process was easy, the installers were very nice, they did a beautiful job and they did it quickly! Thank you for helping to turn my vision into reality. I love my new kitchen!



2025.12.18



5 star for CG Granite! Josh was an absolute pleasure to work with and worked with our kitchen budget. His communication was efficient, he's extremely knowledgeable, and very fair pricing! The showroom has many options as well as the warehouse. The installation was quick, precise, and no surprises! We plan to use them for our bathroom renovation as well as future projects. Highly recommend if you want a friendly, great priced company that does beautiful work!



2026.01.23

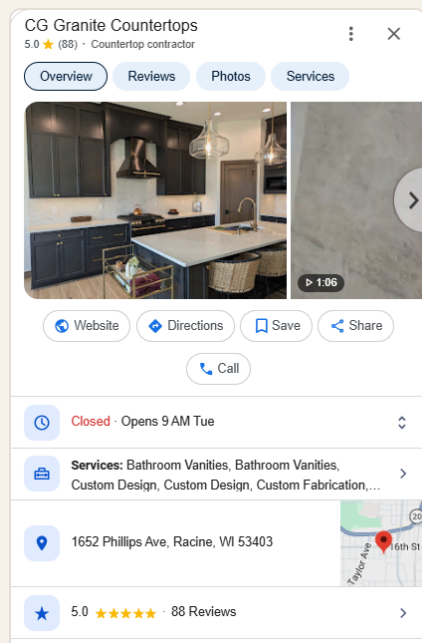


We are extremely happy with CG Granite. Josh is very knowledgeable and made it easy to choose a countertop material. The installation crew did an amazing job, were friendly, courteous and very professional. Would definitely recommend CG Granite in Racine!

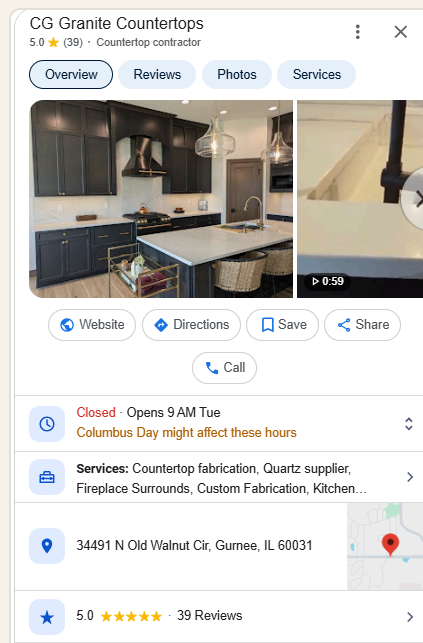
CONTENT

Content in use

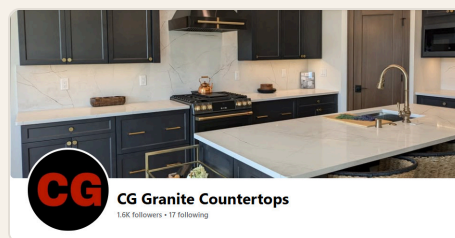
MY PHOTO, FRONT AND CENTER



Racine Google Business Profile



Gurnee Google Business Profile



Facebook page cover

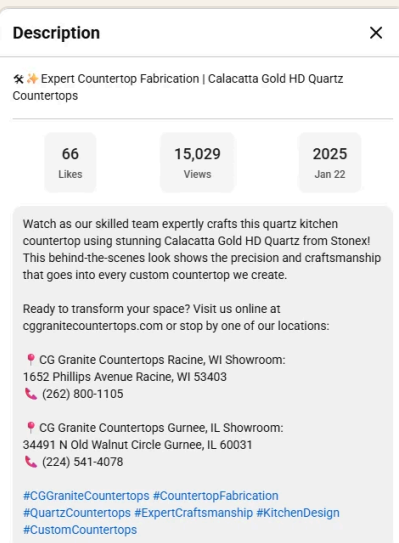
I photographed this kitchen at the 2024 Parade of Homes. The client now uses it as the main photo on both Google Business Profiles and as their Facebook cover.

REACH



YouTube Short

Figures as of October 2026.



Short description, showing views

BY THE NUMBERS

YouTube Short

15,000+ views

Slab-to-kitchen Facebook post

About 2× the page's typical views

46 clicks · 9 shares

August open house promo (one Facebook post)

1,300+ views

26 clicks · 8 shares

I edited and posted all three, and wrote the descriptions.

Three events, every channel

The client hosted three community fashion events at their Gurnee showroom, each giving back to a nonprofit. I ran the promotion for all three across social media, the website, local news, and more.

EVENT	BENEFITING	WHERE IT RAN
August Open House Aug 16, 2025	PADS of Lake County (homeless services)	Lake County Journal (news story) · Patch community listing · syndicated release, 401 brand mentions
November Open House Nov 5, 2025	Boys & Girls Club of Lake County	Lake County Journal (news story) · Lake County News Dispatch (news story) · Patch community listing · syndicated release, 384 brand mentions
Spring Pop-Up Feb 10, 2026	Heart of Cabi Foundation	Lake County Journal (news story) · Daily Herald (community section) · Patch community listing · local media only, at the client's choice

WHAT I CREATED FOR EVERY EVENT

- A Facebook event page, where most social posts sent people
- An event post on the client's website, written for search and linked from their Google Business Profile
- Press releases written for local media and for search. The syndicated versions for the August and November events added links back to the client's website and hundreds of brand mentions.
- Community event listings
- Social posts on Facebook, Instagram, and Google Business Profile
- All flyers and graphics, designed in Canva and resized for print, email, and social

Event flyers

Designed in Canva, in the client's red-and-black brand, with each event's nonprofit partner front and center.

August Open House

AUGUST 2025

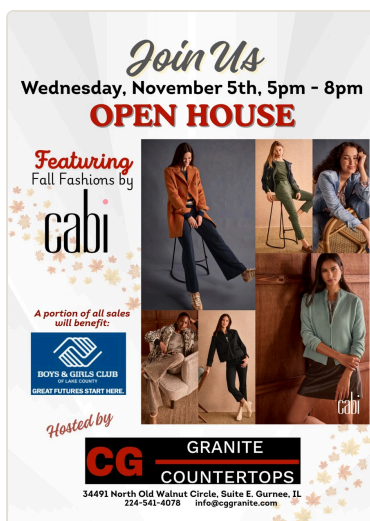
Benefiting PADS of Lake County.



November Open House

NOVEMBER 2025

Benefiting the Boys & Girls Club of Lake County.



Spring Pop-Up

FEBRUARY 2026

Benefiting the Heart of Cabi Foundation, with a Valentine's-week theme.



ONE DESIGN, MANY SIZES

Each flyer was adapted for every place it appeared: a Facebook event cover (1920 × 1080), a Patch listing header, a 5 × 7 email and print version, and Instagram and Google Business Profile posts. Consistent visuals made every channel feel like the same event.

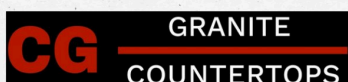
One event, two angles

Local editors want who, what, when, and where. National outlets need a reason to care about a business they've never heard of. I wrote a version for each audience. Both list the client's sales contact as the media contact, at their request.

Local press release

AUGUST 2025

Written for area media: event details first, a quote from the client, and the nonprofit angle.



PRESS RELEASE

CG Granite Countertops Hosts Fall Fashion Open House to Support PADS of Lake County

— Local business event blends style and purpose to aid those experiencing homelessness in Lake County

Gurnee, IL — August 6, 2025 — CG Granite Countertops will host a special open house on **Saturday, August 16 from 1:00 to 3:00 PM**, featuring a pop-up showcase of **fall fashions by Cabi**. The event is open to the public, and a portion of all Cabi sales will benefit **PADS of Lake County**, a nonprofit organization dedicated to providing shelter and support to individuals and families experiencing homelessness.

This event brings together local style and community impact in one afternoon. Residents of Gurnee and surrounding areas are invited to explore Cabi's newest seasonal collection, browse the showroom, and connect with neighbors — all while supporting an important cause.

"Hosting this event is a chance for us to give back to the local community," said Josh Garcia of CG Granite. "We're excited to support an organization like PADS that truly makes a difference right here in Lake County."

The event will take place at **CG Granite Countertops, 34491 N. Old Walnut Circle, Suite E., Gurnee, IL**. Guests can drop in anytime between 1–3 PM to shop, socialize, and support. For more details, visit: cggranitecountertops.com/blog

About CG Granite Countertops

CG Granite Countertops is a family-owned business in Gurnee, IL, specializing in custom stone fabrication and installation. Known for their high-quality materials and personalized service, CG Granite is committed to supporting the local community through events and partnerships.

FOR RELEASE AT 9AM, 08/7/25

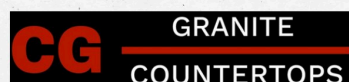
Media Contact:

Name: Josh Garcia
Email: info@cggranite.com
Phone: 224-541-4078
Website: cggranitecountertops.com

National syndication version

AUGUST 2025

Same event, broader angle: a trend story about small businesses pairing commerce with a cause.



Illinois-Based Countertops Company Teams Up with Fashion Brand to Support Homeless Services in Lake County

— CG Granite Countertops blends community giving and style with a charitable fashion open house

GURNEE, IL — August 2025 — CG Granite Countertops, a custom stone fabrication and installation company serving the greater Chicagoland area, is hosting a special **Fall Fashion Open House** in partnership with **Cabi**, the women's fashion brand, to benefit **PADS of Lake County**, a nonprofit providing housing and support services to individuals and families experiencing homelessness.

The event will take place on **Saturday, August 16, from 1:00 to 3:00 PM**, at CG Granite's Gurnee showroom. A portion of all sales from Cabi's fall collection will be donated to PADS, supporting their mission to end homelessness in Lake County through compassionate, community-based care. "Hosting this event is a chance for us to give back to the local community," said Josh Garcia of CG Granite. "We're excited to support an organization like PADS that truly makes a difference right here in Lake County."

While the event is local, the collaboration highlights a broader trend among small businesses finding creative ways to merge commerce with cause. As families prepare for the fall season, CG Granite is encouraging its customers and online followers to support nonprofits like PADS through events, donations, and awareness.

Learn more about the event and CG Granite Countertops at: cggranitecountertops.com

About CG Granite Countertops

CG Granite Countertops is a family-run stone fabrication and installation company with locations in Gurnee, IL & Racine, WI. Specializing in high-quality natural stone and quartz surfaces, the business serves homeowners and contractors throughout northeastern Illinois & southeastern Wisconsin. CG Granite is committed to craftsmanship, customer satisfaction, and giving back to its community. Website: <https://cggranitecountertops.com>

About PADS of Lake County

PADS is a nonprofit organization that provides shelter, housing, and supportive services to individuals and families facing homelessness in Lake County, IL. Their mission is to end homelessness one person at a time through compassionate outreach and lasting solutions. Website: <https://padslakecounty.org>

Media Contact:

Name: Josh Garcia
Email: info@cggranite.com
Phone: 224-541-4078
Website: cggranitecountertops.com

COMPARE THE HEADLINES

Local: **CG Granite Countertops** Hosts Fall Fashion Open House to Support **PADS of Lake County**

National: **Illinois-Based Countertops** Company Teams Up with Fashion Brand to Support Homeless Services in **Lake County**

Why these words: Both headlines carry keywords that help a local business get found. The local version leads with the business name, and the national version leads with the service and the state. Both name Lake County, home of the client's Gurnee location, and the partnership with PADS of Lake County tied the business to a local nonprofit in the same area, in search results and in the news.

PLACEMENTS

Published locally

News coverage from all three events. Each event was also listed on Patch's local community calendar with my event graphics. Outlets may have edited the copy before publishing.

Lake County Journal

NEWS STORY · AUG 13, 2025

August Open House. Ran as a news item from my release.

CG Granite Countertops hosts fall fashion open house

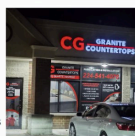
Event to support PADS of Lake County, help area homeless

August 13, 2025 at 10:21 am CDT
By Shaw Local News Network



GURNEE – CG Granite Countertops will host a special open house from 1 to 3 p.m. Aug. 16 featuring a pop-up showcase of fall fashions by Cabi.

The event is open to the public, and a portion of all Cabi sales will benefit PADS of Lake County, a nonprofit organization dedicated to providing shelter and support to individuals and families experiencing homelessness.



Lake County Journal

NEWS STORY · NOV 1, 2025

November Open House. Ran as a news item from my release.

CG Granite to host fall fashion open house on Nov. 5

Event to benefit Boys & Girls Club of Lake County

November 01, 2025 at 2:23 pm CDT

By Shaw Local News Network



Lake County News Dispatch

NEWS STORY · NOV 2, 2025

November Open House. Ran with my event flyer as the lead image.



CG Granite Hosts Fall Fashion Open House to Benefit Boys & Girls Club of Lake County



Created: 11/02/2025

Cabi Pop-Up Event Combines Style, Local Craftsmanship, and Community Support on November 5

Lake County Journal

NEWS STORY · FEB 5, 2026

Spring Pop-Up. The outlet also produced an audio version.

CG Granite Countertops to host fashion pop-up

Event featuring Cabi's 2026 collection to celebrate style, sweets, and community

February 05, 2026 at 1:28 pm CST

By Shaw Local News Network



CG Granite Countertops in Gurnee will host a Spring Fashion Pop-Up Event on Feb. 10, with guests welcome to stop by anytime between 3 and 8 p.m. at the company's showroom.

Daily Herald

COMMUNITY SECTION · FEB 4, 2026

Spring Pop-Up. Placed in the submitted-content section, under the client's name.

Spring Fashion Pop-Up Event at CG Granite Countertops on Feb. 10



Guests are invited to stop by CG Granite Countertops in Gurnee on Feb. 10 for a Spring Fashion Pop-Up Event featuring Cabi's Spring 2026 Collection and Valentine's-themed treats. Courtesy of Joshua Garcia

WHY IT MATTERS

Local news mentions build trust with nearby customers and give search engines and AI tools independent sources that confirm the business is real, active, and part of their community.

Syndicated beyond the local market

For the first two events, I ran the national version through a paid content syndication service. I adapted the content and images into several formats (articles, slides, graphics, and video) and chose how each one appeared. Individual publishers may have changed the headlines and copy.

August Open House release

401 BRAND MENTIONS · AUG 2025

Syndicated as an article, slides, and video, on sites including YouTube, Vimeo, Calameo, and News Channel Nebraska.

«Illinois Company Hosts Fashion-Focused Fundraiser to Support Homeless Services» Mentions

Publish Date

Aug 7, 2025

Total Recorded Brand Mentions

401

CG Granite Countertops

401 Brand Mentions

MENTIONED ON DOMAIN	AUTHORITY	MENTIONED ON DOMAIN	AUTHORITY
youtube.com	100	aseanscoop.com	20
vimeo.com	96	gempakmedia.com	19
vimeo.com	96	thedailyfuturist.com	18
calameo.com	92	glamorousnews.com	18
pubhtml5.com	64	dailyxtreme.com	17
prsync.com	53	thesciencebuzz.com	16
dailyvoss.com	41	lifevoyageurs.com	15
sandhillsnewschannelnebraska.com	75	northdakotareport.com	12
business.bispringherald.com	40	htv10tv	55
business.potauddailynews.com	38	businessinyoregister.com	38
orlando.newsnetmedia.com	32	business.kanerepublican.com	37
nashville.newsnetmedia.com	32	columbus.newsnetmedia.com	32

November Open House release

384 BRAND MENTIONS · NOV 2025

Reached sites including FinancialContent and MyMotherLode.

«Fall Fashion Pop-Up at CG Granite Supports Local Youth Programs» Mentions

Publish Date

Nov 3, 2025

Total Recorded Brand Mentions

384

CG Granite Countertops

384 Brand Mentions

MENTIONED ON DOMAIN	AUTHORITY	MENTIONED ON DOMAIN	AUTHORITY
markets.financialcontent.com	72	northcarolinainquiry.com	12
tampa.newsnetmedia.com	32	lookoutstyle.com	12
newsnetmedia.com	32	markets.financialcontent.com	72
lifestyle.malaysiantalks.com	26	business.observeonline.com	42
thebuzzreporters.com	21	thebudgetreport.com	22
thefinancialcapital.com	20	obserworld.com	20
diverhaven.com	17	marketfold.com	19
akhbarharian.com	15	lifestyle.thepodcastpark.com	18
massachusettsrecord.com	15	bursaki.com	17
chillhype.com	15	markets.financialcontent.com	72
northdakotareport.com	12	moneyfrontreport.com	27
markets.financialcontent.com	72	lifestyle.suratkhavar.com	27

AN HONEST READ

Most syndication sites are small, so the value isn't any single placement. It's volume and variety: hundreds of independent mentions of the business name, their locations, and their community work, the kind of outside signals AI tools can draw on when deciding who to recommend.