

# CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

How a Boat Lift Contractor Surged to the Top of Search Rankings

Boat Lift Contractor



# OVERVIEW



## OVERVIEW

This case study explores the efforts of a reputable Boat Lift Contractor based in Jacksonville, North Carolina, to enhance its online presence and attract more customers through targeted search engine optimization (SEO). It provides an in-depth overview of the strategies implemented and the results achieved within a specified period.



## ABOUT THE CLIENT

Headquartered in Jacksonville, North Carolina, our client is a leading provider of boat lift solutions in the region, offering high-quality products and services to meet the diverse needs of boat owners.



## PROBLEM STATEMENT

The boat lift industry is fiercely competitive, with many established companies dominating search engine results pages (SERPs). Our client aimed to break through this competitive landscape by targeting keywords related to various aspects of their business, including high-quality boat lift products and specialized services such as custom installations and maintenance.

# GOALS

The primary objective was to improve search engine rankings for targeted keywords, with the goal of increasing website traffic, boosting impressions, and generating more customer inquiries and sales for their boat lift services.





# STRATEGY

We began with a comprehensive SEO audit to identify the most impactful optimizations. Our strategy included:

- Refining on-page content to align closely with target keywords.
- Enhancing site architecture and navigation to improve user experience and facilitate easier search engine crawling.
- Implementing a robust backlink strategy to strengthen domain authority.
- Regularly updating blogs and content to maintain freshness and user engagement.

# DETAILED RESULTS

The data indicates significant improvements in search engine rankings across all targeted keywords. For example, "boat lift contractor" rose from rank 100 to 2, leading to a substantial increase in visibility and traffic. Similarly, keywords like "boat lift contractors" and "seawall repair contractors" saw major ranking improvements. Additionally, "boat lift contractors near me" broke into the top 10, "seawall repair contractors near me" reached the top 15, and "pier contractors near me" entered the top 10, highlighting the success of our optimization efforts.

## FINAL OUTCOME

Overall website performance improved notably, with a 32.48% increase in impressions, reflecting a positive trend in user interaction and interest.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Apr 17	Pos. Jun 28	Diff
> <input type="checkbox"/> boat dock contractors	C	🔍   3	15 ●	1	1	0
> <input type="checkbox"/> boat lift contractor	C	🔍   5	0 ●	—	2	new
> <input type="checkbox"/> boat lift contractors	C	🔍   6	8 ●	—	2	new
> <input type="checkbox"/> boat lift contractors near me	T	🔍   8	3 ●	—	3	new
> <input type="checkbox"/> seawall repair contractors	C	🔍   7	10 ●	—	3	new
> <input type="checkbox"/> dock builders nc	C	🔍   5	19 ●	17	5	↑12
> <input type="checkbox"/> seawall repair contractors near me	T	🔍   6	1 ●	—	7	new

# CONCLUSION

The strategic SEO enhancements not only improved their search engine rankings but also resulted in substantial growth in web traffic and user engagement. These outcomes underscore the effectiveness of a tailored strategy designed to meet the specific demands and competitive dynamics of the boat lift industry. This case study serves as a testament to the transformative potential of strategic SEO, offering a roadmap for similar companies looking to significantly enhance their digital presence and business outcomes.

