DialedinWeb

Industry: Recreational Boating
SEO Cycle Duration: April 2025 to Present
Agency Partner: Florida Partner

CASE STUDY | SEO SUCCESS

Transforming Organic Visibility in the Recreational Boating Industry

In May 2025, we began a strategic SEO partnership with a client in the recreational boating industry, shortly after their agency partner launched a new website. Over the course of eight SEO cycles, we delivered transformative results that culminated in a 444% year-over-year increase in organic sessions by December 2025. Our comprehensive approach involved technical SEO, Google Business Profile optimization, backlink building, and full white-label support that maintained seamless client relationships through custom reporting and live video follow-ups.

444%	426%	8
YoY Growth	**Google Organic**	**SEO Cycles**
Organic sessions increase across all search channels	Year-over-year traffic growth from Google search	Months of strategic optimization and execution

Client Background & Partnership Context

Our agency partner brought us in as part of a larger marketing strategy that included a full website launch, organic SEO, search ads, and social advertising. While other partners managed paid media, we were strictly hired to handle client-facing work on the SEO side. Our client success manager and team lead maintained that relationship through monthly reporting via our custom GPT reporting setup, along with live video follow-ups. We were engaged pre-launch to support the optimization of the new site and lay the technical groundwork for long-term organic growth.

Initial Engagement & Website Launch Support

The relationship began post-launch of the client's new website in mid-April, developed by our agency partner. We immediately conducted a historical audit using the Wayback Machine to identify legacy URLs, then implemented a full 301 redirect strategy to prevent traffic loss from 404 errors. We submitted the updated site structure to Google Search Console, ensuring efficient indexing from the start.

On-page SEO optimizations were performed across all core pages, including metadata, headers, internal links, and image alt tags. We supported the agency's content team by rewriting key service page content using AI-assisted workflows, ensuring all output passed AI detection and human readability checks. This foundation set the stage for the explosive growth that would follow.

The Eight-Cycle Journey to Success

1 Cycle 1: Foundation Building (May)

Established a 40-keyword strategy across four geographic locations. Performed full schema markup implementation, including Open Graph, Twitter cards, and service-level schema. Completed data aggregator submissions and set up Google Business Profile listings with our proprietary "120% optimization" methodology. Executed technical SEO clean-up tasks including crawl errors, mobile usability, and sitemap/robots.txt optimization.

2 Cycle 2: Internal Strengthening (June)

Focused on internal linking strategy across service and blog pages. Partnered with the existing content team to align new content with keyword mapping and service targets. Continued building hyperlocal citations and conducted tone/style QA. Initiated guest posting campaigns and contextual link insertions.

3 Cycles 3-4: Authority Building (July-August)

Maintained GBP listings with consistent updates, Q&A additions, and promotional posts. Continued structured and unstructured citation building. Added social signals as part of the local authority strategy. Indexed all new backlinks and citations using indexing tools. Collaborated with partners to secure rich media citations and relevant guest post placements.

4 Cycles 5-6: Consistency & Scalability (September-October)

Stepped up guest post partnerships with relevant industry websites. Enhanced GBP visibility with seasonal content and visual updates. Continued mix of link building through guest posts, citations, and link insertions. Conducted audits to ensure all prior assets were properly indexed and tracked.

5 Cycles 7-8: Maturity & Momentum (November-December)

Sustained month-over-month growth with consistent SEO maintenance. Expanded unstructured citation reach and secured high-DA guest post features. GBP strategy pivoted to include photo optimization, weekly posts, and review schema. All reporting was delivered via white-label video walkthroughs and GPT-generated summaries.

Remarkable Results & Visual Impact

The transformation was nothing short of extraordinary. From a challenging start in January with -80% performance, we achieved +584% growth by October across all organic channels. Google Organic traffic specifically grew from -81% in January to +587% by October. We secured multiple #1-#3 rankings for core terms and achieved high local visibility across Google Maps despite the official campaign scope being limited to four primary locations.

Year-over-Year Organic Growth – Recreational Boating Industry (2025)

Note: Client name and identifying details have been anonymized in accordance with white-label partnership policy.