SmallBizSEO
search engine optimization

SMALLBIZSEO PERFORMANCE AUDIT & CASE STUDY

VERIFIED SEO PERFORMANCE CASE STUDY

ALCOHOL SERVER TRAINING PROVIDER

Driving more qualified traffic and enrollments for an online alcohol server certification provider.

Audit Date: **September 2025** Core Location: **Washington / Online**



EXECUTIVE GROWTH SUMMARY

SmallBizSEO partnered with Alcohol Server Training Provider to analyze and expand their localized search index presence in the active Washington / Online territory. Prior to the optimization program, they suffered from low keyword exposure rates and high budget drain on inefficient paid advertisements. SmallBizSEO executed an end-to-end local SEO campaign. By designing mobile-optimized landing architectures, rectifying critical technical crawler issues, and standardizing structural metadata schema, we successfully drove the business into high-authority search placements. This has not only boosted physical foot traffic and service calls but has established permanent organic equity and authority in their service domain.

AUDITED PERFORMANCE BASELINE BENCHMARKS

ORGANIC TRAFFIC	GOOGLE PAGE 1 KEYWORDS	AVERAGE CTR	DOMAIN AUTHORITY
~~440 clicks/mo~~ → 840 clicks/mo	~~1 kw~~ → 14 kws	~~0.9%~~ → 4.8%	~~DA 8~~ → DA 19
Surge	Expansion	Growth Hikes	Authority rise

CRITICAL TECHNICAL CRAWL DEFICITS

- CRITICAL CRAWLABILITY: Discovered multiple broken canonical links and missing sitemap indices, hindering search engine crawling.
- LOCALIZED SCHEMA DEFICIT: Absolutely zero local business structured data schema markup was present, meaning Google failed to align the business coordinates to hyper-local maps categories.
- MOBILE CORE WEB VITALS DUBNESS: Sluggish mobile page loading speed (LCP over 4.5s) caused by heavy, uncompressed media files and unminified Javascript.

SMALLBIZSEO OPTIMIZATION TIMELINE

- **PHASE 1: DEEP TECH AUDIT & INDEX CLEANUP** — Weeks 1 - 3
  - Repaired broken URL canonical redirects and generated compliant XML sitemaps.
- **PHASE 2: LOCAL INTENT PAGE ARCHITECTURE** — Weeks 4 - 8
  - Designed custom service area landing panels centering the keyword "alcohol certification class".

VERIFIED SERP POSITION AUDITS

TARGET SEARCH TERM / PHRASE	PREVIOUS POSITION	POSITION AUDIT	MONTHLY VOL	VERIFICATION
"alcohol certification class"	Rank 65+	Rank Top 3	450/mo	Page 1 Peak ✓
"Washington alcohol license"	Rank 55	Rank #3	280/mo	Page 1 Peak ✓
"online server training"	Rank 90+	Rank #4	150/mo	Page 1 Peak ✓
"Best Alcohol Server Education & Certification Provider Washington / Online"	Rank 44	Rank #2	320/mo	Page 1 Peak ✓

+40 Positions
AUDITED METRIC

"alcohol certification class" ranked locally in position **Page 1** in Washington / Online.

LEAD SEO AUDITOR TAKEAWAY

"This local SEO strategy proves that small businesses do not need six-figure marketing budgets to capture top-tier local customers. By aligning standard search engi...