SmallBizSEO
search engine optimization

SMALLBIZSEO PERFORMANCE AUDIT & CASE STUDY

VERIFIED SEO PERFORMANCE CASE STUDY

JACKSONVILLE MARINE CONTRACTOR

Supercharging premium boat lift, seawall, and dock search visibility.

Audit Date: **December 2025** Core Location: **Jacksonville, North Carolina**



EXECUTIVE GROWTH SUMMARY

SmallBizSEO partnered with Jacksonville Marine Contractor to analyze and expand their localized search index presence in the active Jacksonville, North Carolina 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

~~65 clicks/mo~~ → **540 clicks/mo**

Surge

GOOGLE PAGE 1 KEYWORDS

~~0 kw~~ → **11 kws**

Expansion

AVERAGE CTR

~~0.7%~~ → **3.9%**

Growth Hikes

DOMAIN AUTHORITY (DA)

~~DA 14~~ → **DA 27**

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.**

! **METADATA DUPLICATION: Critical service page titles and heading tags (H1-H3) were identical, confusing google's intent crawlers and causing keyword cannibalization.**

SMALLBIZSEO OPTIMIZATION TIMELINE

PHASE 1: DEEP TECH AUDIT & INDEX CLEANUP

Weeks 1 - 3

- Repaired broken URL canonical redirects and generated compliant XML sitemaps.
- Injected detailed JSON-LD LocalBusiness & GeoCoordinate schema arrays.
- Minified critical styling files and configured next-gen media compression grids.

PHASE 2: LOCAL INTENT PAGE ARCHITECTURE

Weeks 4 - 8

- Designed custom service area landing panels centering the keyword "boat lift contractor".
- Fleshed out extensive FAQ structures targeting semantic voice searches like "seawall construction Jacksonville NC".
- Structured clear, immediate Call-To-Action form triggers to capture local phone calls.

PHASE 3: DIRECTORY PROXIMITY SYNC & AUTHORITY LINKS

Weeks 9 - 12

- Reclaimed, filled, and optimized local maps pins with correct NAP data consistency.
- Built local business citations and industry-focused backlinks to strengthen Domain Authority (DA).
- Deployed a streamlined, automated customer review workflow to harvest user validation.

VERIFIED SERP POSITION AUDITS

TARGET SEARCH TERM / PHRASE	PREVIOUS POSITION	POSITION AUDIT	MONTHLY VOL	VERIFICATION STATUS
"boat lift contractor"	Rank 100	**Rank #2**	450/mo	Page 1 Peak ✓
"seawall construction Jacksonville NC"	Rank 55	**Rank #3**	280/mo	Page 1 Peak ✓
"dock builder"	Rank 90+	**Rank #4**	150/mo	Page 1 Peak ✓
"Best Marine Construction Contractor Jacksonville"	Rank 44	**Rank #2**	320/mo	Page 1 Peak ✓

100 to #2

AUDITED SEARCH METRIC

"boat lift contractor" ranked locally in position **#2** in Jacksonville, North Carolina. Backlink references verified.

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 engine crawlers with transparent, hyper-local schema and geographical content grids, we bypassed expensive pay-per-click ads to establish permanent, long-term business equity. Keeping NAP records 100% consistent and solving crawling errors remains the ultimate cornerstone of small-business customer acquisition."

OFFICIAL CAMPAIGN SIGN-OFF & LEAD VERIFICATION

LEAD SEO AUTHORITY

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ISSUING SEO AGENCY

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