



Shed Company Jumpstarts Sales by Optimizing Google Business Profile and Business Directory Listings

“Nautical Agency transformed our online presence.

We went from invisible to the first page of Google in just 6 weeks!”

- Valerie B., Owner, Exeter Shed Co.

Exeter Shed provides Amish Sheds, Wood Pellets, Furniture, and Chicken Coops to homeowners in the Southern New England Area. Their sheds are meticulously crafted by skilled Amish builders using time-honored techniques, ensuring each structure is built to last. They also provide customization services to ensure a shed is tailored to an owner’s specific needs.

Southern New England’s home owners live in a variety of locations, from the mansion-laden area of Newport, bedroom communities like Coventry Rhode Island (the largest town in the smallest state), and more rural areas like West Greenwich. Exeter Shed has a physical location in Exeter, RI, but relies on its website, Google, and other web presences to be efficiently found by consumers.

Challenge

Launching in late 2024, Exeter Shed had the advantage of a great website, but the owners had a lack of experience dealing with all the nuances that Search Engine Optimization brings – things like, claiming and optimizing a Google Business Profile and making sure that entries in legitimate business directories like Yelp and The Yellow Pages all match each other.

Solution

Nautical Agency first analyzed Exeter Shed’s website and gave the web developer initial feedback to optimize the site for Search Engine Optimization purposes. Then the Google Business Profile was optimized –correct categories chosen, Services filled out, many images optimized and loaded – as well as some matching Services pages on the website itself.

Lastly, numerous listings in legitimate business directories (MapQuest, Yelp, etc) were updated or claimed, to ensure the Google Business Profile information matched/mirrored the website and all those directories.

Results

Website traffic and Google Business Profile traffic both increased substantially, as did store visits and sales.

