

## Case Study | Search Engine Optimization



### Auto Detailing & Ceramic Coating Company Increases Google Business Profile Phone Calls and Website Traffic

"I love that I can cancel anytime, but honestly, why would I? The results speak for themselves. Nautical Agency increased business for us at least 20%!"

- Alejandro C., Owner, Veneton Auto Solutions

Veneton Auto Solutions helps its customers elevate their vehicle's protection and aesthetic by providing reconditioning, ceramic coating, paint protection film, vinyl and liquid wraps, window tint, and paintless dent removal in Providence, Rhode Island. Customers have high expectations and Veneton has build a very solid reputation in Rhode Island as doing great and reliable work, even with difficult damage to erase.

Sales had been growing moderately but Veneton decided to take growth to the next level by engaging Nautical Agency to optimize its Google Business Profile, claim, synchronize, and optimize its listings in legitimate business directories such as Yellow Pages, Yelp, etc., and to create and improve service pages on the website to better explain its offering.

#### Challenge

Veneton Auto has one of the most gorgeous websites Nautical Agency has ever worked with, but the owner was extremely busy running day-to-day operations. Additionally, his recovery from a recent motorcycle accident where he was spun hundreds of feet through the air has brought many physical and neurological challenges.

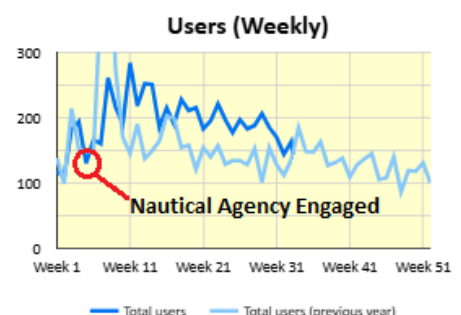
#### Solution

Nautical Agency ramped up efforts, analyzing the Google Analytics and Google Search Console accounts and the Website, making a few recommendations – speed improvements, meta-tag improvements, and so forth.

After making some optimizations to the Google Business Profile, the team began focusing on claiming and synchronizing business directory entries, as well as creating additional services and geographic "areas served" pages for the website's developer to put in place.

#### Results

Within 5 weeks, Veneton's website traffic rose to a consistent 25% higher level year/year, with sustained 15-20% increases in views of, and phone calls from, the Google Business Profile (the increase can be seen during the seasonal decline below...solid blue is this year):



<https://nauticalagency.com/>