

seo and geo optimization

- **Project Duration:** June 2024 – July 2025
- **Services Provided:** SEO strategy, generative engine optimization (GEO), on-page optimization, content expansion and state-based localization
- **Goal:** Strengthen national search visibility, increase qualified leads, and establish local authority across all 50 U.S. states through scalable SEO and GEO practices.

INITIAL CHALLENGE

Before optimization, the website had minimal organic visibility outside of branded searches. Content for regional markets was thin, keyword intent was diluted by excessive use of “rental” and “custom” phrasing and internal linking and metadata were underdeveloped. The site also had no presence in generative AI search results. Additionally, several black-hat tactics implemented by the previous development team had to be reversed, as they were actively harming performance.

STRATEGY AND APPROACH

- **SEO Strategy:** Conducted a full audit and competitor analysis, rebuilt metadata and restructured keyword clusters targeting trade show booth searches by state, including relevant terms.
- **GEO Strategy:** Aligned copy with AI summary behavior, implemented FAQ schema and incorporated entity-based SEO (venues, cities, states) to boost generative visibility.
- **Technical and On-Page Improvements:** Enhanced internal linking, optimized image alt-text, improved site crawlability and reduced image load sizes for better performance.

EXECUTION DETAILS

- **Tools Used:** Proprietary information (secret sauce)
- **Content Output:** 50+ optimized state pages
- **Key Focus States:** Georgia, Alabama, Florida, Texas, New York, California





CONCLUSION

Through a structured GEO and SEO strategy, the organization evolved into a nationally visible authority within its niche. The combination of entity-focused content, robust schema markup and AI-aligned formatting produced significant traffic growth and long-term keyword stability.

METRIC	BEFORE OPTIMIZATION	AFTER OPTIMIZATION	% CHANGE
Monthly Organic Traffic	1,100	9,400	+755%
Keywords in the Top 10 (Nationwide)	42	512	+1,118%
Indexed Pages	8	50	+525%
Domain Authority	22	35	+59%
Impressions	51.1K	80K	+52.5%

