

Wicked Tuna / Fishgloucester.com - #2 for “tuna fishing”

How we got the best Wicked Tuna captain to #2 for “tuna fishing”

Dave Carraro is a star on National Geographic and is now at the top of Google as well

Case Study Background

Dave Carraro is probably the number one captain on the Wicked Tuna show from National Geographic. With over 100 giant tuna hooked and 88 jumbos landed in 2016, Dave, Jordie and Sandro are some of the best tuna fishermen in the world.

The Challenge

Dave’s old website’s design was incredibly outdated, and the content was not organized or optimized in the most search engine friendly manner.

Marketing Strategy

Dave does not need a ton of extra business because he is so popular, so the strategy was mostly to focus on making a great looking site for a reasonable fee. We also applied a sprinkle of search engine optimization to increase visibility.

Marketing Tactics

We built search engine optimization into the website architecture and updated the website copy with a bit of proofreading.

Results

SEO (This was a fairly fast one-time project and not a monthly retainer)

Top 100 keyword ranking increased from 282 keywords driving traffic to 933 keywords driving traffic (up by 651 keywords / 230.85%)

SEO keywords would have cost \$3,700 when we started and peaked at \$6,100 a month. This is a potential savings of \$30-40k a year in Google ads.

SEO rankings include:

“tuna fishing” #2

“bluefin tuna fishing” #2

“tuna fishing charters” #1

fishgloucester.com

Desktop

Mobile

Go to new version

Organic Search Positions for google.com database

933

KEYWORDS

3.6K

TRAFFIC

\$6.1K

TRAFFIC COST

Traffic Keywords Notes

1M 6M 1Y 2Y All Time

