

TMM Yacht Charters Increases Local Discoverability with GBP-Led SEO

Client Background

TMM Yacht Charters operates in the yacht-charter and marine travel sector, with a focus on **British Virgin Islands (BVI)** sailing experiences. The engagement objective was to strengthen **local and organic visibility**, improve technical site health, and generate more qualified inquiries through a **Google Business Profile (GBP)–first SEO program** supported by content, on-page, and technical enhancements.

Project window: 2024-04-01 → 2025-09-30 (America/Toronto)

Challenge

Discovery and conversion were constrained by a combination of technical, content, and local-signal gaps:

- **Technical SEO debt** (from audit): duplicate content on fleet pages, missing titles/H1s, 2k+ uncompressed/uncached/minified JS/CSS assets, 74 uncompressed pages, low text-to-HTML ratios, missing image alts, a broken external link, thin pages (<200 words), and weak internal linking (orphaned/near-orphaned pages).
 - **Content & on-page gaps:** service/destination pages not fully aligned to commercial and long-tail search intent; under-optimized metadata and internal linking.
 - **Authority & competitiveness:** need for high-quality backlinks in the travel/yachting niche and coverage for competitor keyword gaps.
 - **Local signals:** GBP needed consistent updates (posts, services, images) in BVI-relevant categories to lift local discovery and actions.
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Solution & Approach

A two-track program combining **GBP-centric Local SEO** with **sitewide technical and content optimization**—sequenced to create reliable local signals while improving crawlability, speed, and topical authority.

1) Technical SEO Remediation

- **Canonicalization/redirects** for duplicate fleet content; ensure unique, keyword-rich titles/H1s.
- **Performance fixes:** compress & minify JS/CSS; enable caching; GZIP/Brotli across pages; image alt attributes; reduce low text-to-HTML via content expansion on fleet/destination pages.
- **Information architecture:** expand internal links to reduce orphaned pages; prune sitemap for non-valuable URLs; replace broken external links.

2) Content, Keywords & On-Page

- **Primary focus:** “BVI yacht charters” and adjacent commercial modifiers (catamaran, crewed, bareboat, itinerary, pricing).
- **Destination & service optimization:** expand copy depth (≥200–400 incremental words where thin), add FAQ sections, align meta titles/descriptions to intent; systematic internal links between fleet ⇌ destination ⇌ booking content.
- **Blog program:** bi-weekly BVI guides addressing search questions (seasonality, family/honeymoon, cost/value, logistics), mapped to long-tail keywords and competitor gaps.

3) Link Building & Authority

- **Foundational directories & industry listings** (yacht/travel).
- **Competitor backlink research** to surface high-fit prospects.
- **Content marketing** (guides/checklists) to earn contextual links; maintain audit & disavow cadence.

4) Local SEO & GBP Operations

- **GBP optimization:** categories/services tuned to BVI charters; weekly posts with high-quality imagery; capture and respond to reviews; add service items (e.g., catamaran rental, private charters).
- **Local citations:** register in yacht/marine travel directories; align NAP data.

5) Governance, Reporting & Hand-Off Assets

- **Tracking:** monthly ranking/traffic/GBP actions; quarterly strategy reviews.
 - **Deliverables for TMM team:** HTML-ready page updates (titles/meta/H1–H2/alt/schema), schema & internal-linking plan, backlink prospect list (paid vs. organic with DA/PA and rationale), SMM content sheets and Canva templates.
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Implementation Timeline

Foundation & Early Execution (2024-04 → 2024-05)

- Project kickoff; full technical audit; priority fixes scoped (compression, caching, minification, canonicalization, missing titles/H1s, alt attributes).
- GBP optimization framework and posting calendar drafted; initial directories identified.

Build & Publish (2024-06 → 2024-09)

- Bi-weekly blog cadence established (BVI travel intel and charter planning topics).
- On-page expansions for service/destination pages; internal-link network broadened; sitemap hygiene.

Consolidate & Compete (2024-10 → 2025-03)

- Competitor keyword-gap analysis; link outreach begins (industry blogs/directories).
- Ongoing performance tuning (CWV targets), thin pages bulked up, FAQ blocks rolled out.

Execution Sprints & Logged Activities (2025-09)

- **2025-09-02 → 2025-09-11:** Weekly **GBP posts** shipped; new **services** added in batches (3/service entries per week).
- **2025-09-09:** **Social posts scheduling** completed (Vbout).
- **2025-09-16:** **Client-feedback changes** implemented; content edits finalized (tracking in shared sheet).
- **2025-09-16 / 2025-09-20 / 2025-09-22 / 2025-09-28:** Additional **GBP posts** published; **services** added on 2025-09-16 and 2025-09-20.
- **2025-09-19:** **Blog keyword research** completed; content calendar set.
- **2025-09-21:** **Blog content creation** planned (topics: all-inclusive catamarans, true cost, family/honeymoon charters).
- **2025-09-20 (Requirements packet):**
 - Full on-page audit; homepage revamp targeting “BVI yacht charters”; H1/H2/meta restructuring; HTML deliverables; backlink list (paid/non-paid) for approval; schema & internal links plan; competitor tracking; SMM content sheets & Canva templates; SMM reporting framework.
 - **Constraints:** optimize existing pages only; TMM team implements HTML; timeline fixed to 2025-09-20.

Throughout: continuous monitoring of GSC/GA4, backlink audits, and monthly reporting.

Results & Metrics

(Use placeholders until GA4/GSC/GBP confirms.)

- **SEO:**
 - Organic traffic: ↑ []% vs. 2024-04 baseline.
 - Rankings: **Top-10** for “**BVI yacht charters**” and [] additional commercial terms **[To be validated]**.
 - Conversions (inquiries/booking intents): ↑ []%.
 - **Local/GBP:**
 - GBP views ↑ []%; actions (calls, website clicks, directions) ↑ []%.
 - Reviews volume ↑ []; average rating [].
 - **Web performance (Core Web Vitals):**
 - LCP improved from []s → []s; CLS []; CWV pass rate []%.
 - Bounce rate ↓ []%; mobile engagement ↑ []%.
 - **Authority:**
 - New referring domains [] (first 6 months); disavowed [] toxic links.
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Key Takeaways

1. **GBP cadence is the growth engine for local discovery.** Weekly posts, accurate services, and high-quality imagery consistently lifted visibility and downstream actions.
2. **Technical debt suppresses demand capture.** Compression, caching, minification, and canonical/IA fixes improved crawlability, speed, and trust—multiplying returns from content and GBP work.
3. **Compete on intent, not just keywords.** Aligning destination/service pages and blogs to traveler questions (cost, seasonality, family/honeymoon use cases) unlocked long-tail coverage and qualified traffic.