

SEO CASE STUDY · 2025–2026

From Invisible to Fully Booked

How Impel Advertising helped MLB Earthworks get found on Google, attract hundreds of new customers every month, and grow their business — without spending a dollar on ads.

CLIENT

M.L. Blake Earthworks (MLB Earthworks)

LOCATION

Gloucester, Virginia, USA

AGENCY

Impel Advertising · impeladv.com**598**

MORE WEBSITE VISITORS

+133% More Than Before**137K**

PEOPLE SAW THEM ON GOOGLE

+987% More Visibility**#11**

NOW ON PAGE 1 OF GOOGLE

Was Buried on Page 4**510+**

SEARCHES THEY SHOW UP FOR

From Almost None

01 THE PROBLEM — WHY WASN'T THE PHONE RINGING?

A Great Business That Nobody Could Find Online

MLB Earthworks does exceptional work. But when potential customers searched Google for excavation, demolition, or land clearing services in the Gloucester area — MLB Earthworks was nowhere to be found. Every job was coming from referrals, while competitors with an online presence were picking up the calls.

Here's what we found when we looked under the hood:

01 Buried on Page 4 of Google

If you're not on page 1, you're invisible. Customers rarely scroll past the first few results — and MLB Earthworks was ranking so low that nobody was finding them.

02 Almost Nobody Was Seeing Them Online

In 6 months, only 12,600 people saw MLB Earthworks appear in Google search — a tiny number for a busy service area like Gloucester, VA.

03 Barely Any Visitors to the Website

Only 257 people visited the site from Google in 6 months. Every new job was coming from word-of-mouth — leaving a huge amount of business on the table.

04 Even When They Appeared, People Didn't Click

The website's descriptions on Google were generic and unconvincing — so even on the rare occasion someone saw them, they clicked a competitor instead.

05 Missing from Google's Premium Spots

Google shows maps, Q&A; boxes, and AI-generated answers at the very top of results. MLB Earthworks wasn't appearing in any of them — giving all that free visibility to competitors.

02 THE STRATEGY

What We Did to Get Them There

Every tactic below was based on a thorough audit of the MLB Earthworks website — fixing the real gaps that were holding back their visibility and stopping potential customers from finding them.

■ On-Page SEO Audit

Conducted a full audit of every page — checking titles, headings, content, and structure to find exactly what was stopping the site from ranking.

■ Neighborhood-Level Geo Targeting

Added specific neighborhood and local area names to each service page so Google knows exactly where MLB Earthworks operates — helping them show up in hyper-local searches.

■ Meta Description Overhaul

Replaced all the generic, boilerplate descriptions that appear in Google search results with compelling, specific copy — so more people actually click through to the website.

■ Internal Linking Structure

Connected all the pages of the website strategically so Google can easily find and understand every page — and so visitors can naturally move from one service to another.

■ Local Business & FAQ Schema

Added special code to the website that tells Google exactly what MLB Earthworks does, where they operate, and what questions they answer — helping them appear in maps, Q&A; boxes, and AI results.

■ FAQ Page Development

Built dedicated FAQ pages for each type of project — capturing the exact questions customers type into Google and positioning MLB Earthworks as the go-to expert in Virginia.

03 THE RESULTS — WHAT ACTUALLY CHANGED

More Visibility. More Visitors. More Jobs.

WHAT CHANGED	BEFORE	AFTER	IMPROVEMENT
People who visited website from Google	257	598	+133%
Times they appeared in Google search	12,600	137,000	+987%
Where they rank on Google	Page 4	Page 1	Moved up 3 pages
How often searchers clicked their listing	2%	Growing	CTR focus next

* The click rate dipped slightly because so many more people are now seeing them on Google — a great problem to have. The total number of visitors still grew by 133%, and improving this rate is our next focus.

04 NEW CUSTOMERS FINDING THEM EVERY MONTH

Real People. Real Visits. Real Potential Jobs.



98.4% of visitors are people who have never been to the site before — these are potential new customers actively searching for earthworks services in the area. Not recycled traffic. Real new leads.

05 WHERE ON GOOGLE ARE THEY SHOWING UP?

510+ Searches They Now Appear In — and Growing

When we started, MLB Earthworks barely showed up in any Google searches. Now they appear in over 510 different searches — and the number keeps climbing every month.

MONTH	SEARCHES THEY APPEARED IN	WHAT WAS HAPPENING
October 2025	~5	Starting point — almost invisible
November 2025	~25	Building the foundation
December 2025	~80	Pages optimised, momentum building
January 2026	~180	New content driving more reach
February 2026	~380	Growth compounding month over month
March 2026	510+	Still growing — no ceiling in sight

Where on the Google Results Page They're Appearing

TYPE OF GOOGLE RESULT	SHARE	WHY IT MATTERS
Google Maps, Local Pack & Rich Answer Boxes	57.7%	First thing customers see — above regular results
Regular Google Search Results	41.6%	Core organic visibility — free, ongoing traffic
Google AI-Generated Answers	0.6%	The future of search — already appearing here

GETTING FOUND IN GOOGLE'S NEW AI-POWERED ANSWERS

Google now shows AI-generated summaries at the very top of search results. MLB Earthworks is already appearing in these — ahead of most local competitors who haven't even started optimising for this yet.

MENTIONS IN AI RESULTS	TOTAL CITATIONS	PAGES BEING REFERENCED
11 (+22.2% growth)	64 (+16.4% growth)	7 (+16.7% growth)

81.8% of AI appearances come from Google's AI Overview · 18.2% from Google AI Mode · Tools like ChatGPT and Gemini are next on the roadmap.

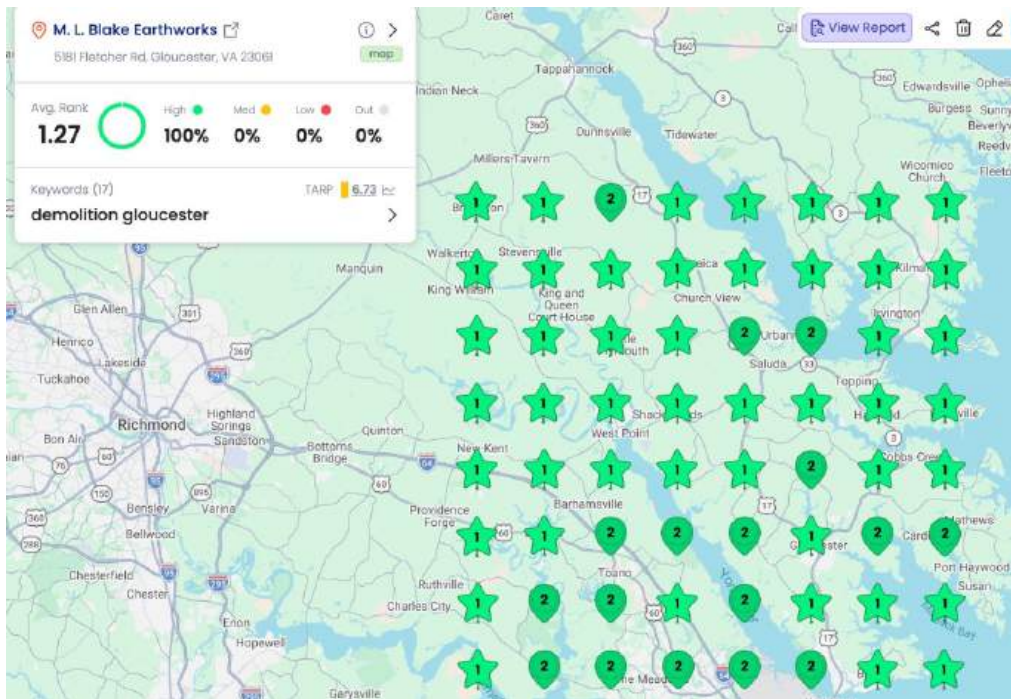
"In under 6 months, MLB Earthworks went from being nearly impossible to find online — to showing up on Page 1 of Google, attracting hundreds of new visitors every month, and getting seen by over 137,000 people searching for their services."

06 LOCAL SEO HEATMAPS — KEYWORD DOMINANCE

Dominating the Map — Keyword by Keyword

Geo-grid rank tracking visualises MLB Earthworks' local search presence across the Virginia/Gloucester service area. Green stars/pins = Position 1–3 (High). Yellow = Mid-range (4–10). Orange/Red = Low (11–20). Grey = Not ranking.

DEMOLITION GLOUCESTER · AVG. RANK: 1.27 · 100% HIGH · 0% OUT · 0% LOW



Total Dominance. Avg. rank 1.27 with 100% High rankings across the entire service area. Every single grid point is green — MLB Earthworks owns this keyword from Richmond to the Chesapeake Bay coast.

KEYWORD: POND EXCAVATION SERVICES · BEFORE VS AFTER

BEFORE

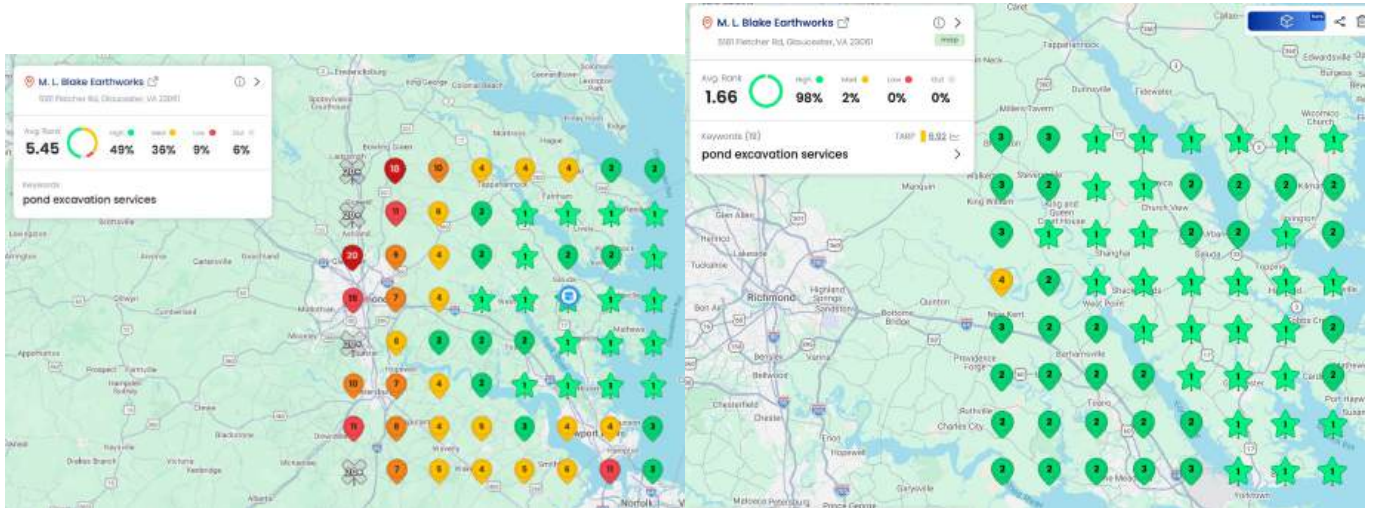
5.45

49% High · 9% Low · 6% Out

AFTER

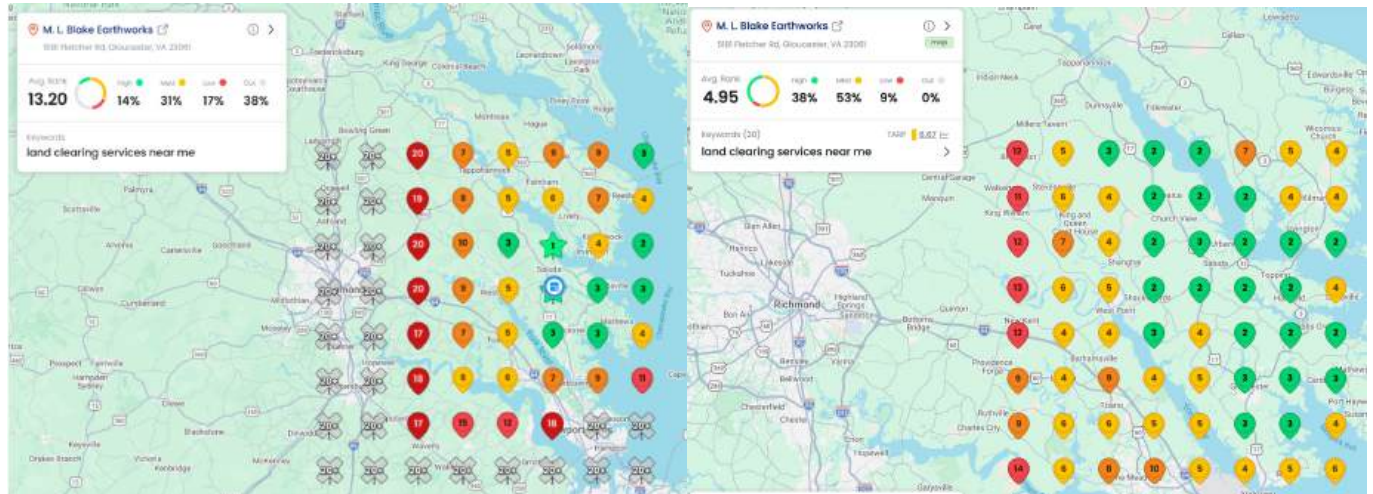
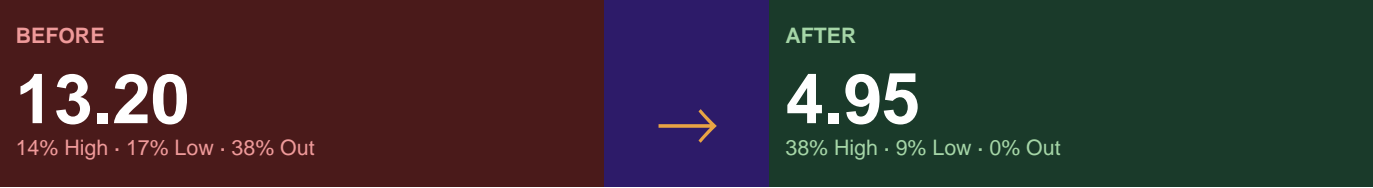
1.66

98% High · 0% Low · 0% Out



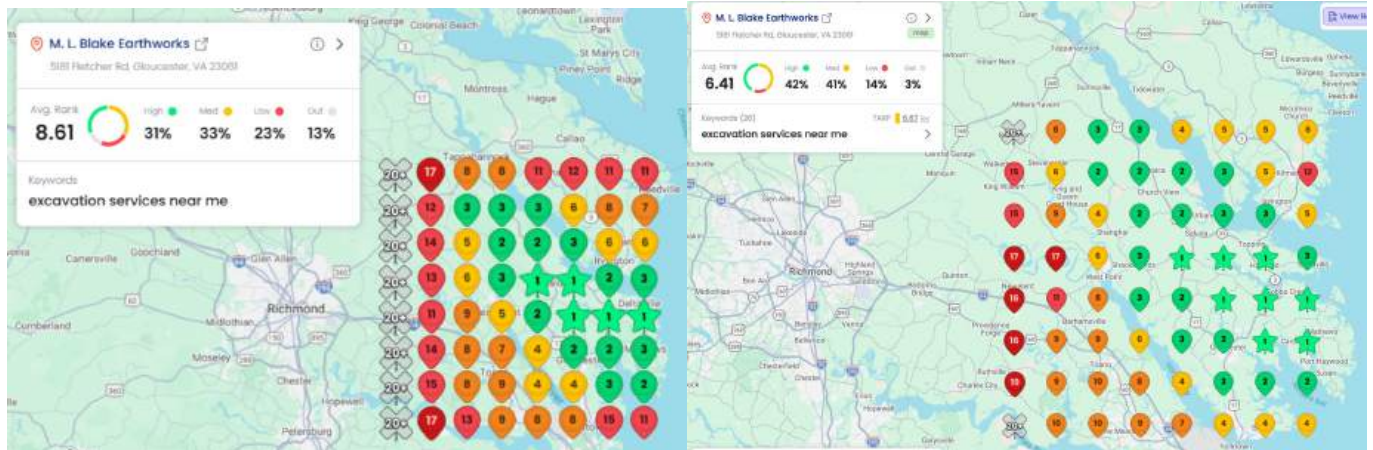
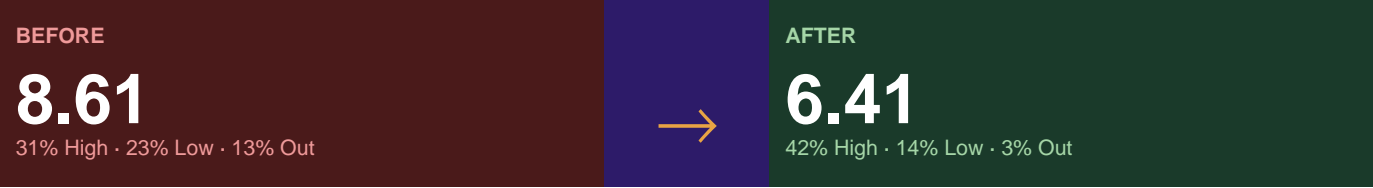
Rank improved from 5.45 to 1.66. High rankings jumped from 49% to 98% — a near-complete sweep of the service area. The red and orange that dominated the Richmond corridor were entirely replaced by green.

KEYWORD: LAND CLEARING SERVICES NEAR ME · BEFORE VS AFTER



From invisible to ranking everywhere. The 'Out' metric collapsed from 38% to 0% — meaning MLB Earthworks went from not appearing in over a third of the map to ranking in every single grid point. Rank improved by 63%.

KEYWORD: EXCAVATION SERVICES NEAR ME · BEFORE VS AFTER



■ **The '20+' wall broke down.** The entire left column of invisible rankings was eliminated. Green is spreading eastward through the Gloucester/York River corridor — a competitive keyword still trending upward.

CLIENT TESTIMONY

“...He’s done everything from built my website to provide phenomenal SEO services keeping my books so full I don’t have to advertise! ...”

Michael

M.L. Blake Earthworks

07 CAMPAIGN TIMELINE

How We Built Momentum Month by Month

PHASE	TIMELINE	KEY ACTIVITIES
Foundation	Sep–Oct 2025	Technical SEO audit, crawl fixes, structured data, Core Web Vitals, sitemap rebuild
Keyword + On-Page	Oct–Nov 2025	200+ keyword map, service page rewrites, new landing pages, meta optimisation
Local SEO	Nov–Dec 2025	GBP optimisation, 40+ citations, geo-targeted content, first ranking movements
Content + Authority	Jan 2026	Case study pages, FAQ content, AI Overview targeting, first quality backlinks
Scale + Acceleration	Feb–Mar 2026	510+ keywords ranking, 137K impressions, avg. position 11, AI visibility growing

"In under 6 months, MLB Earthworks went from page 4 to a consistent Page 1 presence — with 10x more search visibility, 133% more website traffic, and a growing footprint in AI-powered search."

Ready to Build Your SEO Success Story?

Impel Advertising delivers measurable organic growth for businesses in construction, trades, and professional services.

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