



White Lake Dock & Dredge

White Lake Dock & Dredge is an environmental dredging and marine construction company that provides a wide variety of marine-based services to government, commercial, and residential customers.

\$2.5m

New project pipeline value.

1

Google featured snippet awarded.

9

Position one organic keywords.

Problem

In 2019, White Lake wanted to get in front of Lake Michigan homeowners to offer shoreline protections services because the need was high due to the record breaking water levels.

Solution

The service White Lake offers is called “rip rap rock revetment”. Their ideal customer didn’t know that. We researched how their customers self-educate and wrote helpful content for their buying journey. We positioned White Lake as the authority, which put them in front of customers before their competition. We were awarded a featured snippet (an answer to a question that shows up in Google’s search results) for an article we created. The total potential project value generated is up to \$2.5 million at the time of writing.

“Got our first lead for a rock revetment project who called in from the internet this morning! What you’re doing is obviously working!”

Ben - Owner