



# 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.

## The 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.

## The 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

## The Results

Updated: September 2020  
YTD Statistics

**213%**

Organic search traffic increase compared to previous year

**141**

Organic goal completions over time period

**\$3M**

In additional deal pipeline value YTD