

CASE STUDY

Building a Marketing Engine From Zero

How an organic-first content strategy earned a brand-new Caribbean boat charter company a Google AI Overview placement shortly after launch

Six Weeks

to a Google AI Overview placement

For a brand-new domain with no prior search history, this level of visibility this early is unique.

The Challenge

As co-founder of a new boat charter business in the Caribbean, I was also the company's only marketing hire, which meant building the brand's entire online presence from nothing.

There was no existing website, no content, and no audience. The marketing budget was also limited. The priority from day one was building visibility through strong organic content.

The Approach

- Took on the CMO role as the company's sole marketing lead, owning every part of the brand's online presence
- Designed and built the company website from the ground up
- Developed a content strategy centered on organic visibility from day one
- Created and maintained an editorial calendar to keep content consistent from launch onward
- Wrote SEO-optimized blog posts aimed at what travelers were actually searching for
- Optimized web content throughout the site to build search authority early
- Created and posted all social media content across the company's channels (Facebook/Instagram)

The Result

Within six weeks of launch, the strategy paid off: the site earned a placement in a Google AI Overview, a strong early signal of topical authority for a brand-new domain in a crowded travel category.

The efforts were earned largely through organic content and a fully-optimized Google business profile.

If you're launching something new and want organic visibility from day one, a clear content strategy can get you there faster than you'd expect. Let's talk about what that could look like for you.