

GOLD COAST AUCTIONEERS

Case Study

 Gold Coast Auctioneers

Client website

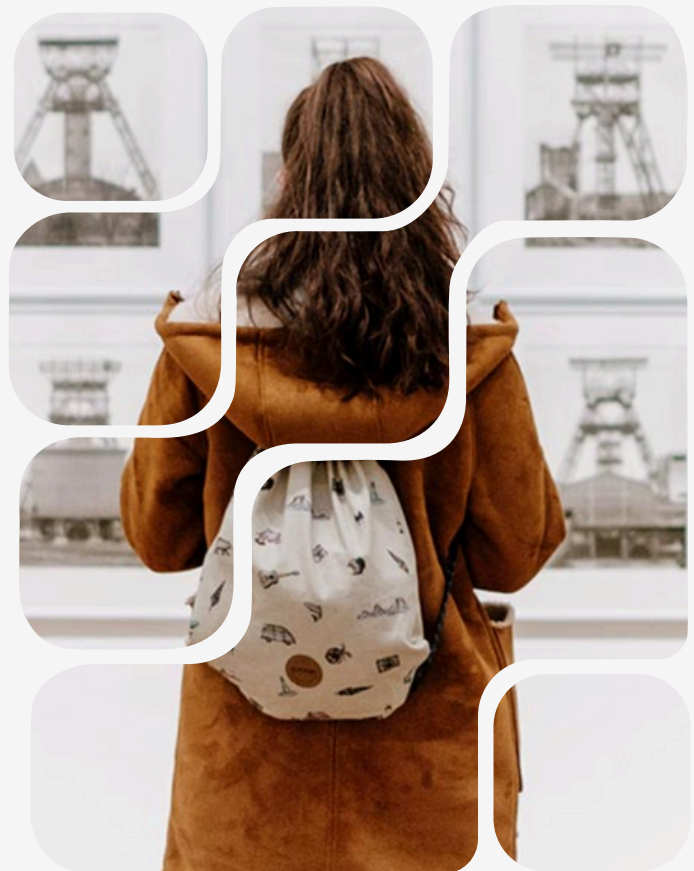
<https://goldcoastauction.com>

Campaign

SEO Optimization | Rescue Mission

Type

Rescue Mission



Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



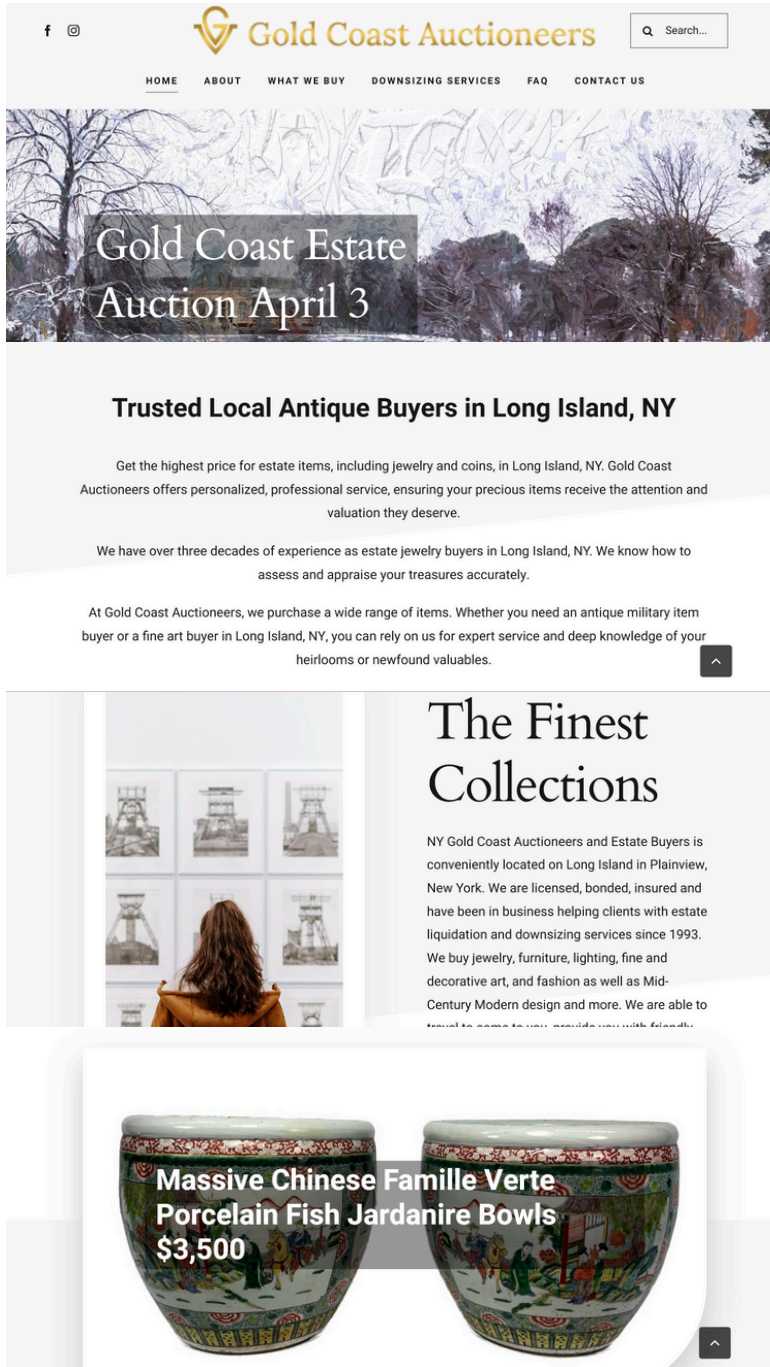
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Gold Coast Auctioneers

Transforming Auction Excellence Through Strategic SEO



Outstanding Results

Gold Coast Auctioneers achieved exceptional results from their comprehensive SEO campaign, establishing dominance in the competitive auction market with remarkable technical performance and user engagement.

Website Traffic Growth - 14

Total Google rankings with 82-position improvement across targeted auction keywords

Organic Search Success - 2,953

Google impressions with 207 organic clicks, achieving strong visibility for auction terms

SEO Performance - 100

Perfect SEO score with 98 performance score and 95 accessibility score

Content Performance - 55

Technical tests passed with only 4 failures, demonstrating exceptional site health

Lead Generation Success - 3,178

Total backlinks established with 1,273 new high-quality links driving authority

Technical Excellence - 2.53

Seconds load time with 26 citation flow score and optimal mobile responsiveness

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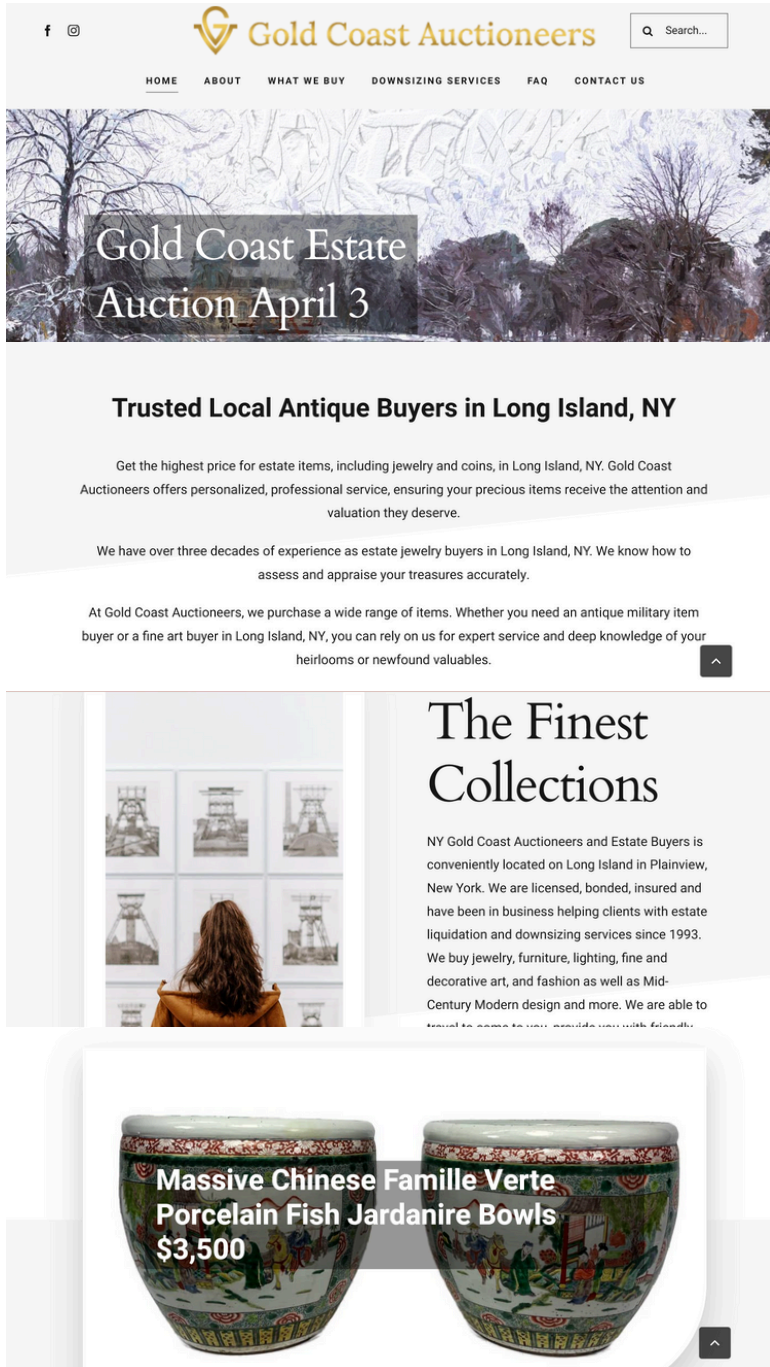
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The Challenge

Gold Coast Auctioneers, a prestigious auction house, faced significant digital visibility challenges that hindered their ability to reach potential bidders and consigners in the competitive auction market.

- **Limited search visibility** for auction-related terms and antique categories
- **Poor organic traffic** failing to reach collectors and auction enthusiasts
- **Insufficient lead generation** from digital channels for consignment opportunities
- **Lack of content strategy** to showcase expertise and build trust with potential clients
- **Technical SEO issues** impacting search engine crawlability and user experience
- **Competitive disadvantage** against other auction houses in search results

Despite their strong reputation in the auction industry, their online presence wasn't effectively capturing and converting their target market of collectors, dealers, and consigners.

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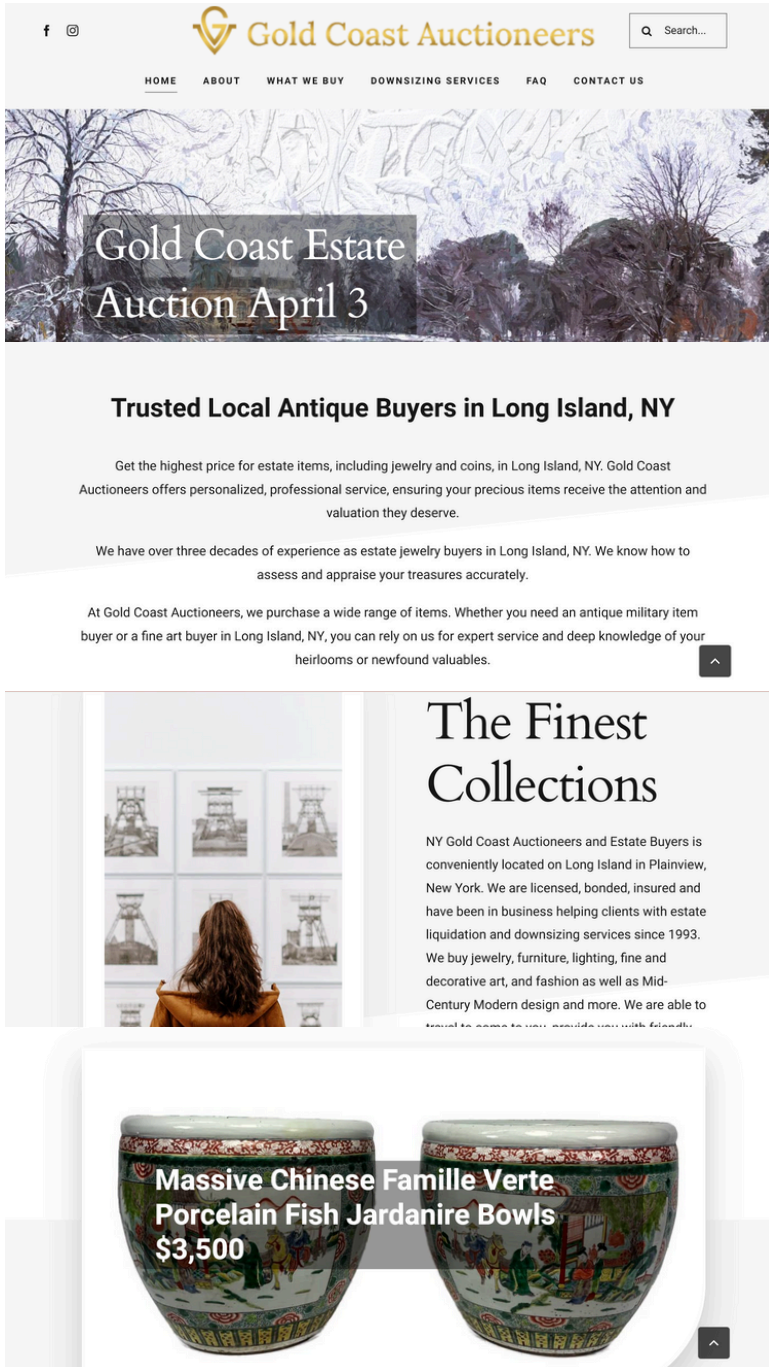
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Strategy & Implementation

We implemented a comprehensive SEO strategy to help Gold Coast Auctioneers dominate auction searches and convert traffic into qualified leads and consignments.

Keyword Targeting

Focused on high-intent auction terms like "antique auction ny," "antique auctions near me," and "antique furniture auction ny" along with specialized collectible keywords.

Technical SEO

Improved site architecture, achieved 2.53s load time, mobile optimization, and comprehensive analytics implementation with 100/100 SEO score.

Conversion Optimization

Enhanced user experience, optimized auction listings, and implemented strategic call-to-actions to maximize bidder registration and consignment inquiries.

Content Creation

Developed comprehensive auction category pages, collector guides, and educational content targeting antique enthusiasts and serious collectors.

Authority Building

Enhanced domain authority through strategic backlinking, achieving 3,178 total backlinks with 1,273 new high-quality links from auction and antique industry sources.

Performance Tracking

Implemented comprehensive analytics with 55 technical tests passed and continuous monitoring of auction-specific conversion events and ROI measurement.

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Performance Analysis



Website Traffic Growth

248

Google rankings achieved with significant improvement in auction-related search terms



Organic Search Success

2,953

Google impressions with 207 organic clicks, achieving 7.01% average CTR



SEO Performance

100

Perfect SEO score with exceptional technical performance and best practices



Content Performance

55

Technical tests passed with 98 performance score and 95 accessibility score



Lead Generation Success

3,178

Total backlinks with 1,273 new high-quality links driving domain authority



Technical Excellence

2.53

Seconds load time with 26 citation flow and optimal mobile responsiveness

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Performance Analysis

Keyword	Google ranking	Google change	Difficulty
antique auction ny	3rd	2	High
antique auctions near me	1st	0	Low
antique furniture auction ny	40th	37	Med
antique jewelry auction long island	1st	0	Med
art auction long island	8th	0	High

Exceptional Performance!

100/100 SEO Score | 98 Performance Score | 95 Accessibility Score

2,953

Google Impressions

207

Organic Clicks

7.01%

Average CTR

23.4

Average Position

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Website Hits

2,953

Google Impressions

207

Organic Clicks

7.01%

Click-Through Rate

23.4

Average Position

100% TECHNICAL EXCELLENCE

PERFECT SEO SCORE WITH OUTSTANDING PERFORMANCE METRICS



Organic Search

2,953

Impressions: 2,953

Clicks: 207

CTR: 7.01%



Direct Traffic

14

Total Rankings: 14

Google Change: +82

Performance: Excellent



Top Performing Content

- 🏠 **Homepage:** Primary auction landing page
- 🎨 **Antique Policy Privacy Section:** Trust-building content
- 📋 **Antique Estate Page:** Popular auction category
- 💼 **Business Resilience:** Authority content
- 🏛️ **Alberta Business Topics:** Regional focus

100

SEO Score

98

Performance Score

3,178

Total Backlinks

+1,273

New Backlinks

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Key Insights & Analysis

Our comprehensive SEO strategy for Gold Coast Auctioneers focused on establishing authority in the competitive auction market while capturing high-intent searches from collectors, dealers, and potential consigners seeking specialized auction services.

Content Strategy

- Created authoritative auction category pages highlighting antique furniture, jewelry, and estate auctions
- Developed compelling service pages showcasing expertise in appraisals and consignment processes
- Implemented strategic internal linking between related auction categories and services
- Built trust-focused content addressing common collector concerns and auction best practices

Technical Implementation

- Enhanced site architecture achieving exceptional 2.53-second load time for improved user experience
- Implemented comprehensive analytics and conversion tracking systems for auction-specific events
- Optimized mobile responsiveness and Core Web Vitals resulting in perfect 100/100 SEO score
- Deployed structured data markup for enhanced search visibility of auction listings and schedules

Next Steps Continue expanding keyword targeting to include specialized collectible categories, enhance conversion optimization for consignment inquiries, and develop seasonal content strategies around major auction events.

Grade: A+ for exceptional technical SEO performance, perfect optimization scores, and successful establishment of auction market authority through strategic digital marketing excellence.



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