GROWTH FRIDAY

Case study

Organic leads tripled year over year

Naos Yachts

October 14, 2026

Naos Yachts offers charters and ASA sailing classes from Marina del Rey. Growth Friday improved local search, Google Business Profile and PR over twelve months [S1].

3x organic leads

Reported year-over-year lead-volume growth during a twelve-month engagement [S1].

30+ Page 1 keywords

High-intent boating terms reported on Page 1 [S1].

+73% Top 10 rankings

Reported increase in Top 10 keyword rankings [S1].

The challenge

The company had a strong fleet but lacked visibility for charter and sailing-course searches. Its local profile and backlink footprint also needed work [S1].

The connected strategy

Growth Friday connected local pages and citations with profile management, marine links and press coverage [S1].

- Optimized pages for boat rental and ASA sailing-course searches.
- Improved Google Business Profile categories, services, reviews and updates.
- Built marine-industry links and published charter and training news.

The results

The article also reports appearances in the Local Pack, sitelinks and AI Overviews. It does not supply the lead baseline, attribution method or booking count, so the 3x claim remains a published lead-volume result [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/naos-yachts

Source and measurement

[S1] Growth Friday, 'How Naos Yachts achieved top local rankings and tripled organic leads.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.