

Q3 2025 SEO Strategic Audit: Yachting Pages

Objective: To analyze 7,884 keywords to protect market share and capture unrealized revenue.

Key Portfolio Snapshot

Current Standing: Market Leader (47.2% Share of Voice).

Money Keywords (Top 10): 162.

The Critical Problem: Despite leadership, we have a net position loss of +34,442, signaling a content decay crisis.

Dominating the Superyacht Digital Landscape

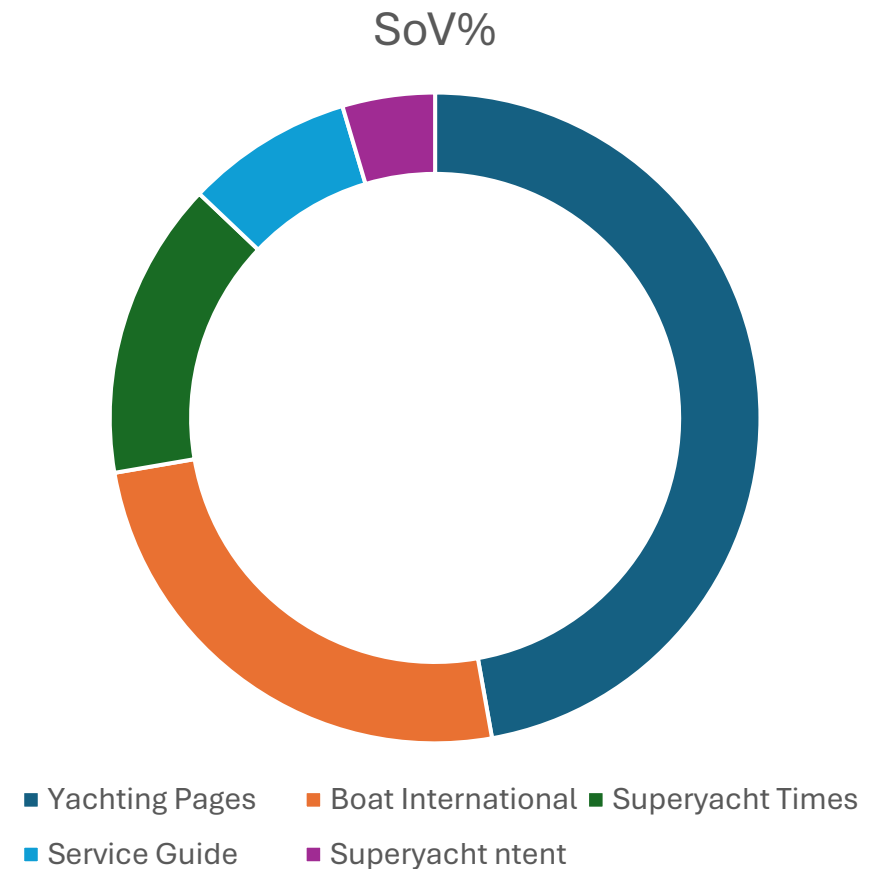
Yachting Pages: 47.2% (Leader)

Boat International: 25.1% (Primary Challenger)

Superyacht Times: 14.8% (Growth Phase)

The Overlap: 43.2% keyword overlap with Boat International indicates we are fighting for the same high-value audience.

Insight: We are currently 2x larger than our nearest competitor, but the gap is closing due to our recent position volatility.



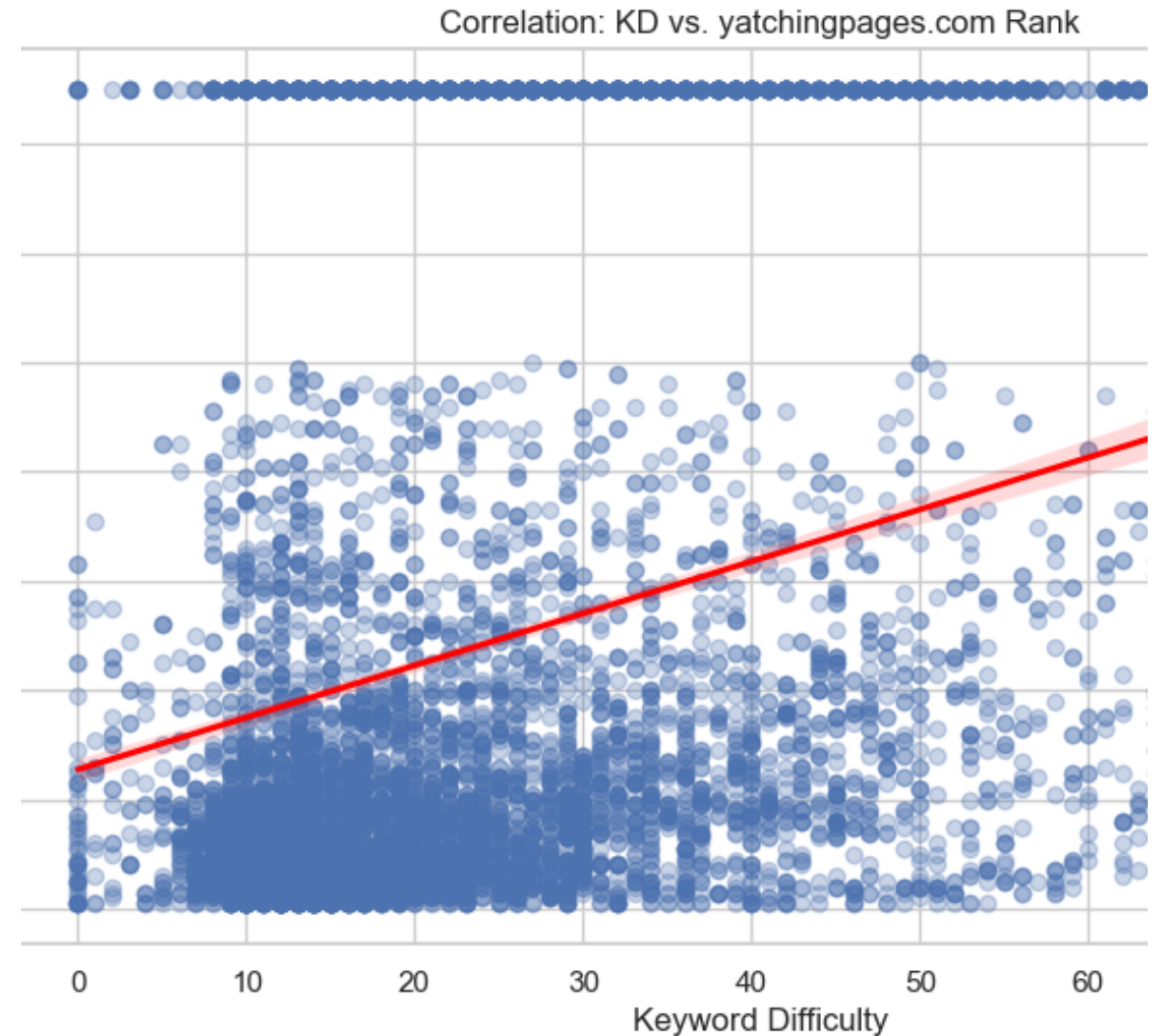
Validating SEO Methodology through Data

The "KD-Rank" Correlation: Our correlation ($r=0.285$) is the strongest in the set.

Interpretation: Our rankings follow a logical difficulty curve-harder keywords are harder to rank. This indicates a healthy, sustainable SEO foundation.

The "Volume-Value" Gap: A moderate correlation ($r=0.402$) between Volume and CPC.

Insight: High volume doesn't always mean high value. We must prioritize by **Commercial Intent (CPC)** to optimize for revenue rather than just "vanity" traffic.



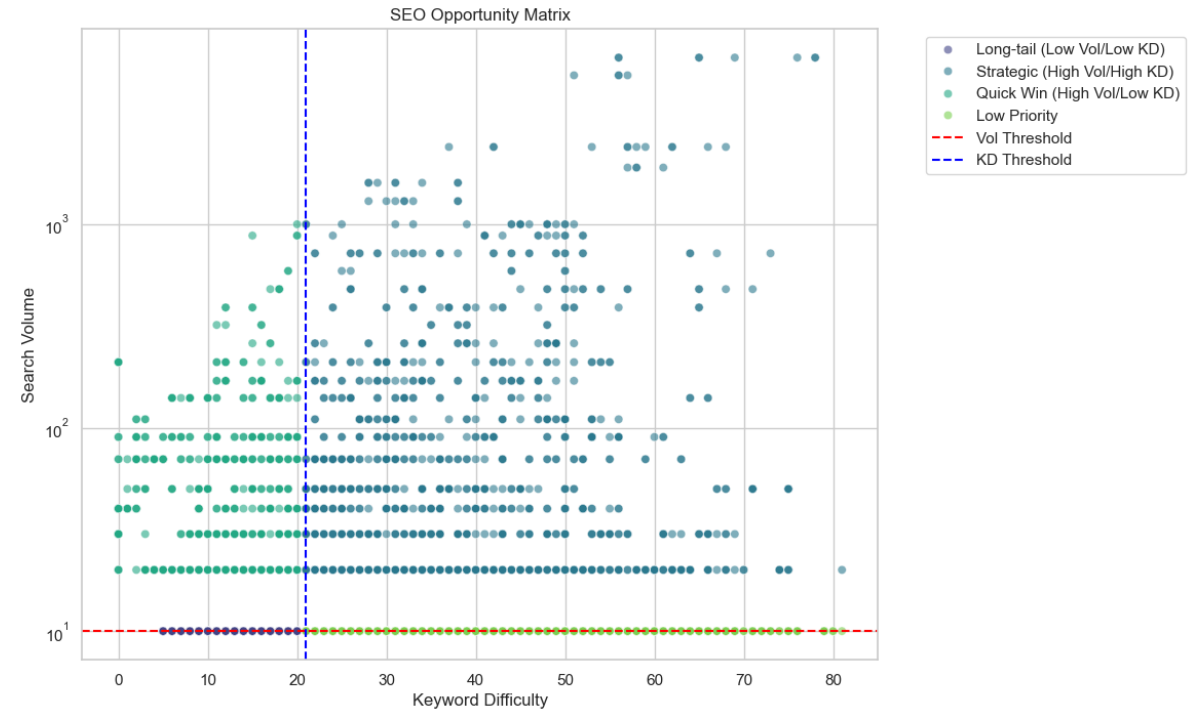
Identifying High-ROI "Quick Wins"

Quick Wins (15.1% of Portfolio): 1,191 keywords that are High Volume/Low Difficulty. These are our **Urgent** priority for Q4.

Long-Tail (34.1%): Low Volume/Low KD—our steady traffic foundation.

Strategic (21.5%): High Volume/High KD—requires long-term authority building.

Recommendation: Reallocate 40% of the content budget toward the "Quick Win" quadrant to reverse the current position loss.

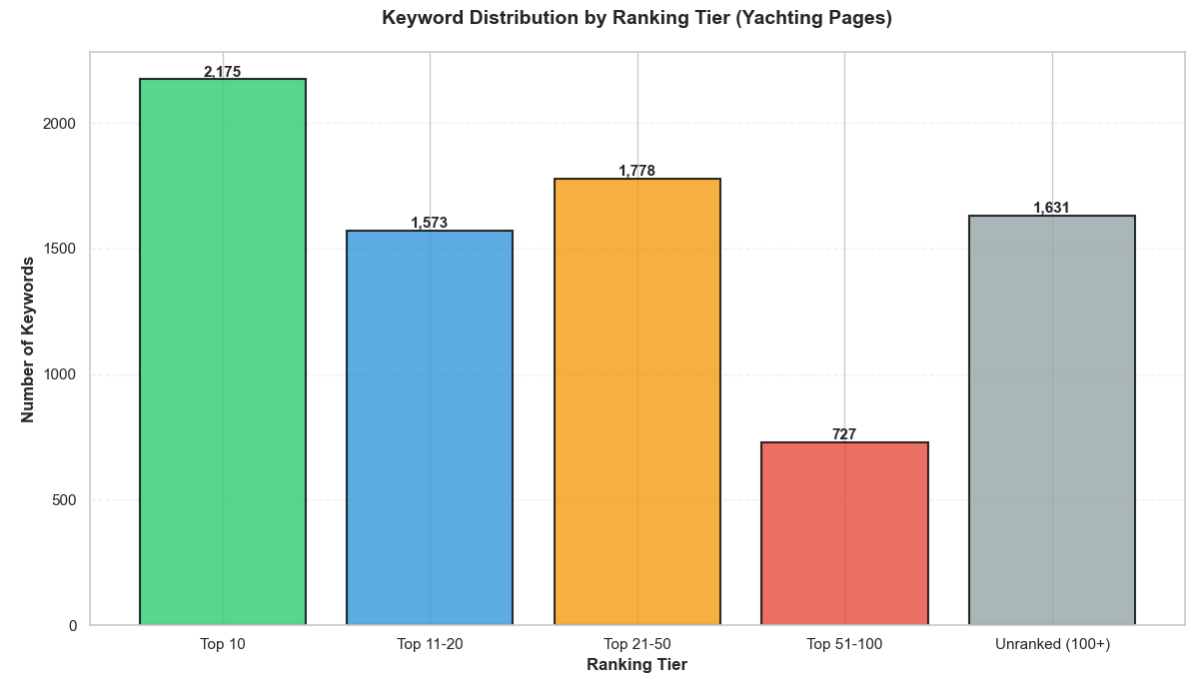


Bridging the Gap to Page One

On the Cusp (Rank 11-20): 208 high-CPC keywords sitting just off the first page.

Money Keywords (Top 10): 162 keywords that form our current revenue core.

Strategic Goal: Increase "Money Keywords" count by 75% through targeted on-page optimization.



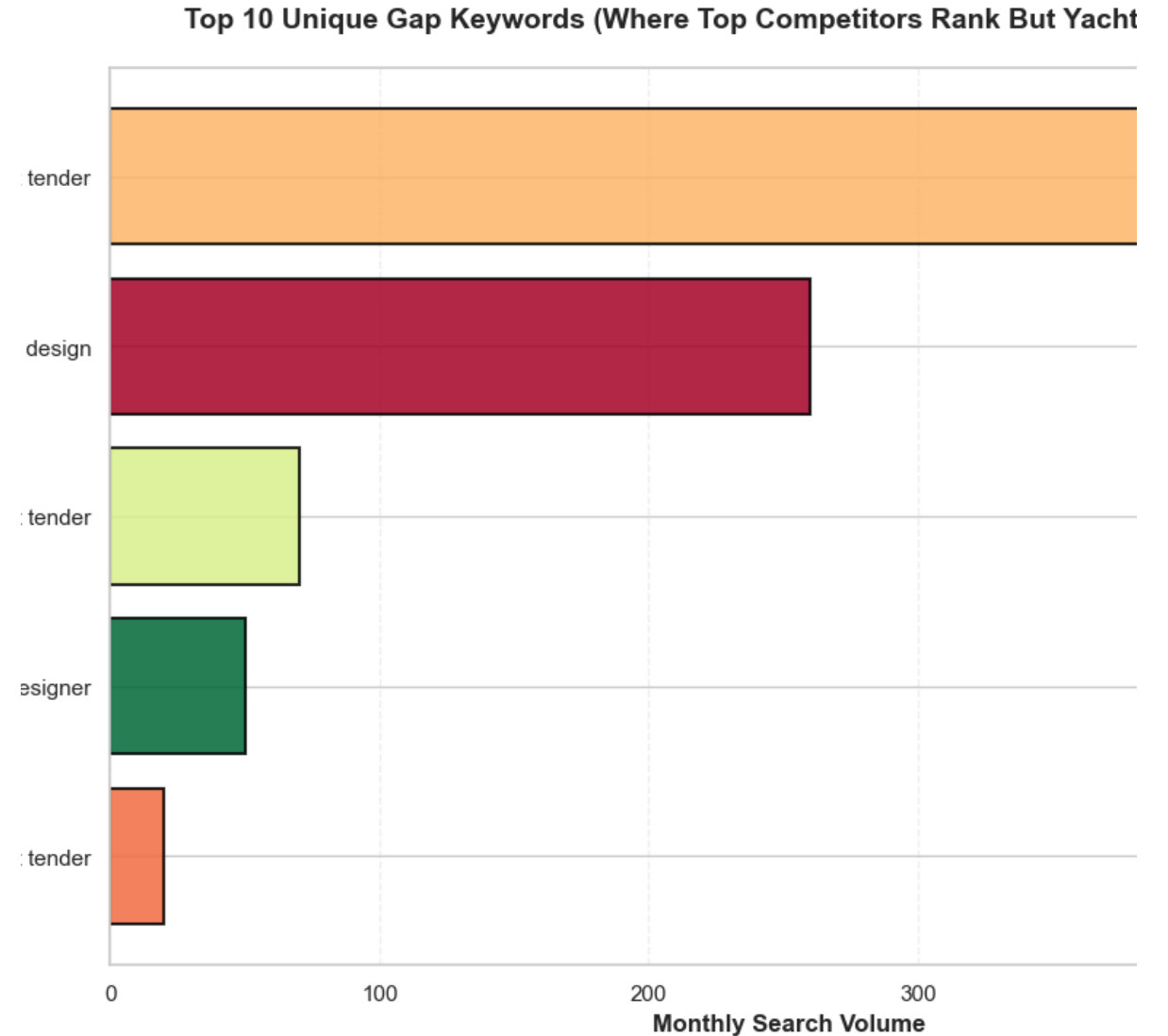
Reclaiming Market Territory from Challengers

The Opportunity: 180 keywords where competitors rank, but we do not.

Immediate Capture Plan:

Easy Gaps (KD < 30): 105 keywords (e.g., 'yacht tender', 'yacht interior design').

Timeline: 1-2 months.



Geographic Value & Content Intent Strategy

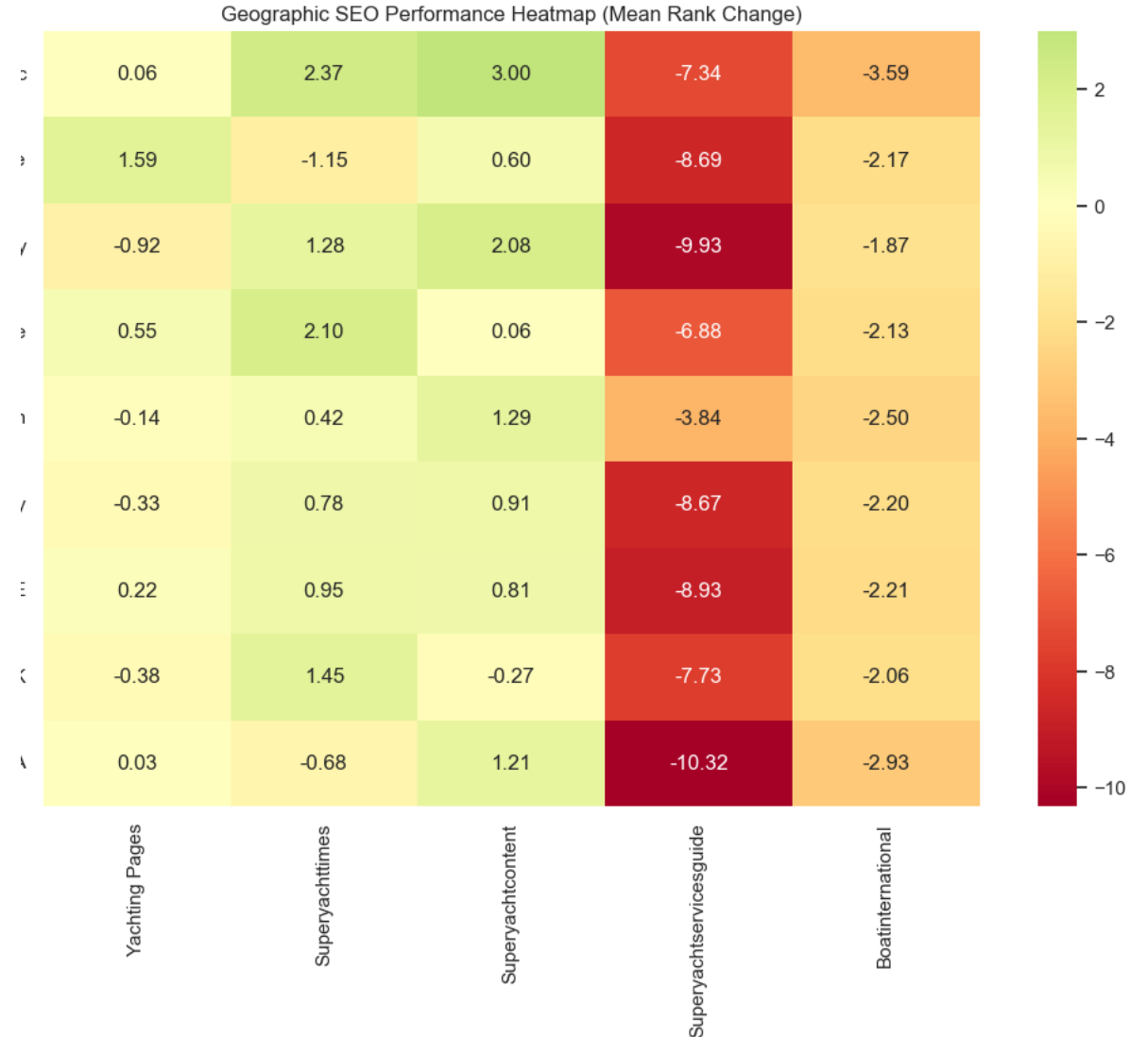
Market Priority: The **USA** is our primary market (Avg CPC \$1.15). It is 5x more valuable per click than European markets.

Intent Rebalancing:

Informational (81.3%): Dominates the portfolio but has lower direct ROI.

Commercial (14.9%): Needs expansion.

Finding: Our brand/navigational keywords are the most chaotic (SD 21.24). We need to stabilize our branded search presence.



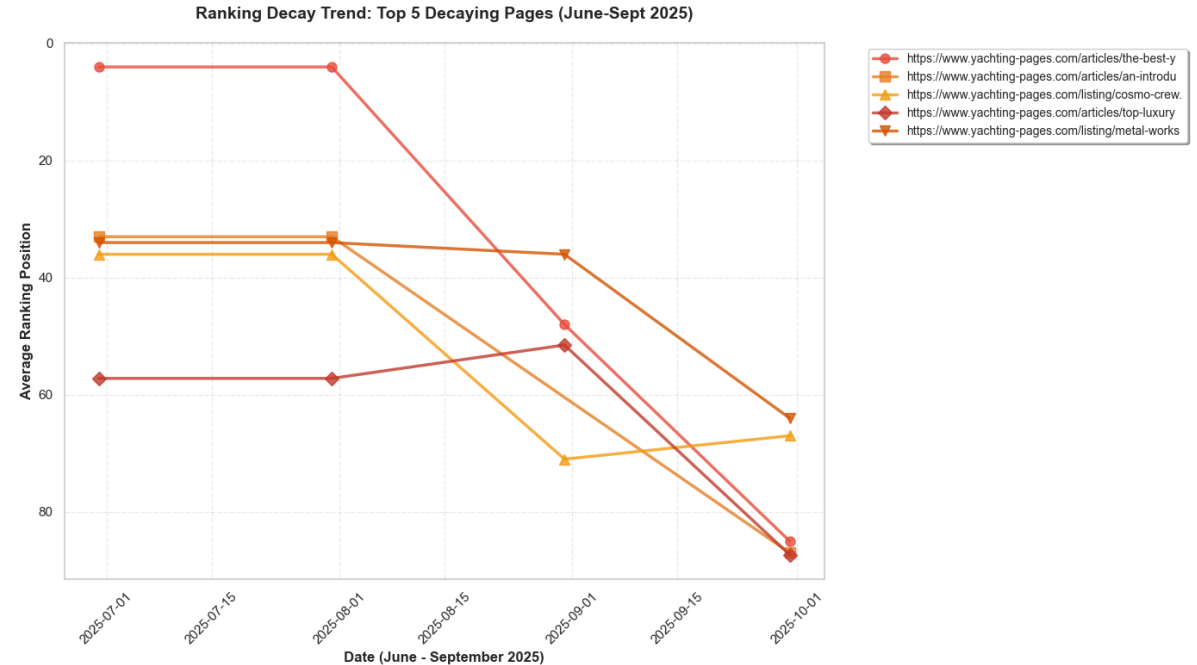
Addressing the +34,442 Net Position Loss

The Problem: Massive ranking slippage across the board.

Top Decaying Pages:

The **/articles/** section is the epicenter of the loss, with three key pages dropping a combined 165 positions.

Root Cause: Likely outdated content or increased competitive pressure from Boat International.



Priority Actions for Q4 2025

	Phase 1: Emergency Stabilization	Phase 2: Performance Push – The Page 1 Sprint	Phase 3: Competitive Gap Closure	Phase 4: Portfolio Rebalancing
Focus	Immediate mitigation of the +34,442 position loss .	Converting 208 "On the Cusp" keywords into Page 1 traffic.	Reclaiming 105 "Easy" keyword gaps (KD < 30) from rivals.	Scaling the Commercial Keyword footprint (Current: 14.9% → Target: 30%).
Actions	Perform a deep-dive audit on the /articles/ subfolder to check for technical indexing errors or "Thin Content" penalties.	Boost "Yacht Concierge" and "Yacht Refit" pages specifically with high-quality internal "anchor text" from existing high-authority pages.	Deploy a content cluster strategy targeting "Yacht Tender" and "Yacht Interior Design".	Shift the content calendar from "General Yachting News" (Informational) to "Buyer's Guides & Service Directories" (Commercial).
KPI	Recover at least 50% of lost visibility	Move 124 keywords into the Top 10.	Capture 73+ new Top 20 rankings.	Double commercial keyword count to 2,400+

Protecting the Leader Position

The Strategy: Transition from informational "vanity" traffic to high-CPC "commercial" intent.

Success Metrics:

Visibility: Reverse decay and gain +2.5 percentage points in SoV (Goal: 49.7%).

Efficiency: Capture 198 new Top 20 rankings.

Final Word: Our methodology is sound (Strong KD-Rank correlation), but we must update our "stale" content to maintain our 22% gap over competitors.

Metric	Current State	Projected (90 Days)	Change	% Improvement
Top 10 Keywords	162	286	+124	76.5%
Top 20 Keywords	370	443	+73	19.7%
Share of Voice	47.2%	49.7%	+2.5%	5.3%
Position Status	#1 Leader (at risk)	#1 Leader (stabilized)	Maintained	Improved
Click Volume Multiplier	Baseline	3-5x on cusp keywords	Estimated 15-25% increase	Click Volume Multiplier
Content Health	⚠ Critical Decay	✅ Stabilized	Major improvement	Critical priority