

Moriah's Travel

From Invisible to #1 in the Google 3-Pack — and More Business Than They Could Handle

AT A GLANCE

8 Pages Built from Scratch	#1 Google 3-Pack Ranking	Top 3 Organic Search Results	4–6 mo Months to Full Rankings	∞ More Business Than They Could Handle
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THE CHALLENGE

A Trusted Local Agent With No Digital Presence

Moriah's Travel was a Fresno-based travel agency with a loyal client base built entirely through personal referrals and repeat customers. They were good at what they did — but in a world where travelers increasingly start their search on Google, being invisible online meant they were leaving a massive amount of business on the table.

When they came to us, they had no website, no Google Business Profile, no local citations, and zero rankings — organic or in the Google 3-Pack. Competitors with far less expertise were capturing every new customer simply because they showed up online and Moriah's didn't.

THE COST OF BEING INVISIBLE

Every day without an online presence was another day a potential customer chose a competitor instead.

OUR STRATEGY

Lean, Targeted, and Built to Rank Fast

A travel agency doesn't need a 50-page website. It needs the right pages, done right. We designed a clean, professional 8-page website built around the exact searches Fresno-area travelers were making — and optimized every element from day one for both organic rankings and the Google Local 3-Pack.

Equally important was their Google Business Profile. For a local service business like a travel agent, the 3-Pack is prime real estate — it's the first thing potential customers see, above even the organic results. We treated GBP optimization as a core deliverable, not an afterthought.

The result was a dual-threat strategy: strong organic rankings and dominant local map visibility, working together to make Moriah's Travel impossible to miss.

BEFORE & AFTER

The Transformation

BEFORE DAM	AFTER DAM
<ul style="list-style-type: none">✗ No website of any kind✗ No Google Business Profile✗ Zero organic search rankings✗ Not appearing in the Google 3-Pack at all✗ No local citations or directory listings✗ 100% reliant on referrals and repeat clients✗ Losing new customers to less experienced competitors	<ul style="list-style-type: none">✓ Professional 8-page SEO-optimized website✓ #1 ranking in the Google Local 3-Pack✓ Top 3 organic search rankings✓ Fully optimized Google Business Profile✓ Consistent local citation presence✓ Steady stream of new inbound leads✓ So much new business they deleted their GBP to slow demand

WHAT WE DID

How We Got Them There

01

Local Keyword Research [Foundation]

Identified the exact search terms Fresno-area travelers use when looking for a travel agent — from vacation packages to cruise bookings to honeymoon planning.

02

8-Page Website Design [Website]

Built a clean, mobile-friendly website covering services, destinations, about, and contact — every page purposefully planned and professionally designed.

03

On-Page SEO Optimization [SEO]

Optimized titles, meta descriptions, headers, content, schema markup, and internal linking — all aligned to target keywords from day one of launch.

04

Google Business Profile Build-Out [Local SEO]

Created and fully optimized their GBP listing — categories, descriptions, photos, service areas, hours, and all the signals that drive 3-Pack rankings.

05

Citation & Directory Submissions [Authority]

Established consistent NAP citations across authoritative directories and travel-industry platforms, building the trust signals Google uses for local rankings.

06

Monitoring & Early Optimization [Optimization]

Tracked both organic and 3-Pack rankings weekly, making targeted adjustments to accelerate the climb and lock in positions as they were achieved.

THE 3-PACK WIN

What #1 in the Google 3-Pack Actually Means

The Google Local 3-Pack is the holy grail of local search — three business listings that appear above all organic results with a map, ratings, and contact info. Studies show the 3-Pack captures the majority of local search clicks. Ranking #1 there means you're the first business a potential customer sees, period.

Google Search Results · "Travel Agent Fresno" · After DAM

#1 **Moriah's Travel** ✓ Our Client

★★★★★ · Fresno, CA

#2 **Competitor Travel Agency**

★★★★☆ · Fresno, CA

#3 **Competitor Travel Agency**

★★★★☆ · Fresno, CA

THE RESULTS

What Happened in 4–6 Months

#1 — GOOGLE LOCAL 3-PACK

Moriah's Travel ranked #1 in the Google Local 3-Pack for Fresno travel agent searches — the most coveted local search position, appearing above all organic results with full contact info and reviews visible.

TOP 3 — ORGANIC SEARCH RANKINGS

Simultaneously achieved top 3 organic search rankings — a dual-channel dominance that meant Moriah's Travel was showing up twice on the first page: in the map pack and in the organic results.

4–6 MONTHS TO FULL RANKINGS

Starting from zero — no website, no history, no citations — Moriah's Travel achieved dominant rankings in under six months. Fast by any standard, exceptional given they were starting from a completely blank slate.

DELETED THEIR GBP — TOO MUCH BUSINESS

The ultimate proof of success: Moriah's Travel eventually deleted their Google Business Profile because the volume of new clients exceeded what they could serve. They had more business than they could take on.

THE BEST PROBLEM A BUSINESS CAN HAVE

Most agencies measure success in rankings and traffic. We measure it in real business outcomes. In Moriah's case, the results were so significant that she eventually deleted her Google Business Profile — not because it failed, but because it worked too well. The phone was ringing, the inbox was full, and the calendar was fully booked. She had more business than she could take on, and turning off the tap was the only option. That's what real SEO success looks like.

TIMELINE

How It Unfolded

Week 1–2 — Discovery & Keyword Research

Researched how Fresno-area travelers search for travel agents, vacation packages, and booking services. Mapped keywords to each of the 8 planned pages.

Week 2–4 — Website Design & Launch

Designed, built, and launched the full 8-page website — optimized for both organic search and the user experience needed to convert visitors into clients.

Week 3–5 — Google Business Profile & Citations

Built out the Google Business Profile from scratch and established consistent directory citations to accelerate local trust signals.

Month 2–4 — Rankings Begin to Climb

Organic rankings started moving. The Google 3-Pack position began improving steadily week over week as Google indexed and validated the new presence.

Month 4–6 — #1 in the 3-Pack & Top 3 Organic

Moriah's Travel locked in the #1 position in the Google Local 3-Pack and top 3 organic results — achieving dual-page dominance for Fresno travel agent searches.

The Outcome — More Business Than They Could Handle

New leads flooded in at a volume the business hadn't experienced before. Moriah's Travel ultimately deleted their Google Business Profile because they had more business than they could take on. A rare and remarkable outcome — and the ultimate testament to what a well-executed local SEO strategy can do.

“We built Moriah’s Travel an 8-page website and they ranked #1 in the Google 3-Pack within months. The real story isn’t the ranking — it’s that they ended up deleting their Google Business Profile because they had more business than they could handle. That’s the kind of problem we love to create.”

— Digital Assets Marketing Team, Fresno CA

Digital Assets Marketing

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