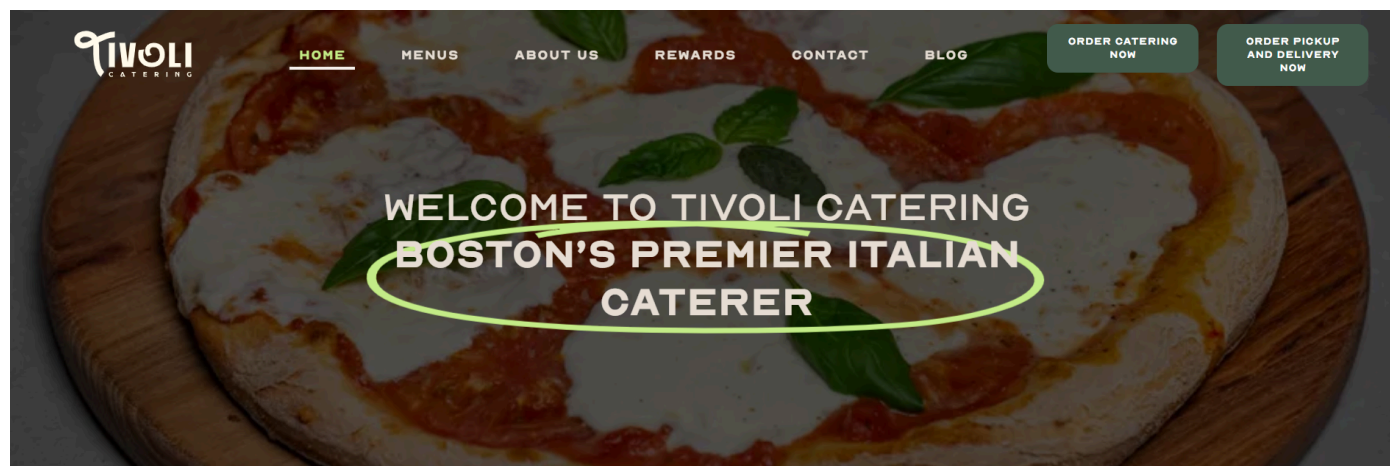


Tivoli Catering – From Local Vendor to Search Visibility Leader



Overview

Tivoli Catering came to us with a simple problem. They offered great food, great service, and had decades of experience behind them, but their digital presence wasn't working nearly as hard as they were. Google visibility was weak. Their pages weren't ranking for high-intent catering keywords. Their content was thin. And their local SEO didn't reflect the quality of their real-world reputation.

Here's the thing. When a business is strong offline but invisible online, the gap can be fixed, but only with a clear plan across technical SEO, on-page work, local signals, and content expansion. That's the exact transformation we delivered.

Chapter 1: The Discovery

The first week felt like walking into a kitchen right before a big event, plenty of potential, but a lot needed cleaning before the magic could happen.

What We Found

- Technical errors all over the site

- Missing structured data
- Weak authority score
- Zero AI visibility
- Inconsistent rankings across Boston
- No content strategy
- Barely any indexed informational pages

And the numbers told the story clearly:

- Only **42 clicks** in GSC
- Only **489 impressions**
- CTR at **8.6 percent**
- Average position at **16.6**
- Local map ranks like **19.2** for “Catering Boston”

Tivoli’s real-world authority simply wasn’t visible online.

This was the moment we realized: if we fixed the foundation fast, growth would come even faster.

Chapter 2: Fixing The Foundation

For two weeks, we focused on the essentials. No fluff. No shortcuts.

What We Tackled

- Cleaned technical errors that blocked Google from indexing
- Added full structured schema across major pages
- Repaired meta tags, headers, and broken links
- Rebuilt internal linking paths
- Ensured every service had correct service-level markup
- Submitted clean XML sitemaps
- Removed non index issues
- Improved crawlability across the board

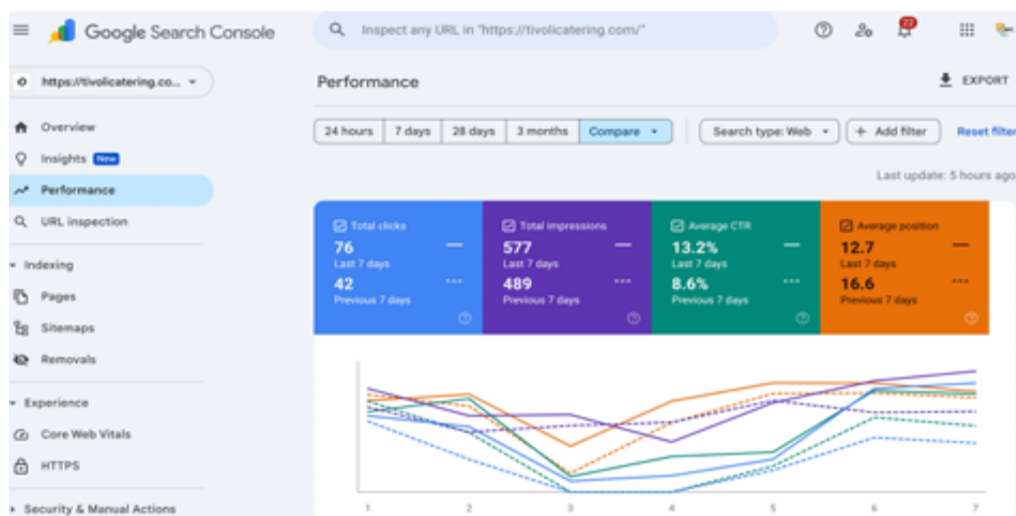
Then the first results came in, and they were hard to ignore.



The Numbers After Just 17 Days

- Organic traffic jumped to **338/month (from 87)**
- **289** percent growth within two weeks
- GSC clicks rose from **42 to 76**
- Impressions climbed from **489 to 577**
- CTR improved from **8.6 percent to 13.2 percent**
- Average position jumped from **16.6 to 12.7**
- Tivoli appeared **14 times** in AI-generated results

The climb had officially begun.



Chapter 3: Building Authority With Content

Once the foundation was solid, we shifted into creation mode.

We reverse-engineered the catering market in Boston, built topic clusters, and mapped every relevant keyword. Then we produced content that not only answered search intent, but also built Tivoli's expertise page by page.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Brief By	Blog By	Status	Topic	Main KW	Traffic Potential	Pillar	Cluster	SEMP Intent	Page Type	Content Tactic	New or Rewrite?	Page Level SEO Recommendations & Content / Notes	Brief URL
18	MA		Published	Boxed Lunch Catering Boston Made Simple with Tivoli	boxed lunch catering				Informational	Blog Post	Pillar Content	New	Discover easy, delicious boxed lunch catering in Boston with Tivoli. Freshly packed meals and on-time delivery that make team lunches stress-free.	Boxed Lunch Catering - Tivoli Catering
19	MA		Published	How to Plan a Holiday Office Lunch in Boston - Tivoli Catering	Holiday Office Lunch				Informational	Blog Post	Pillar Content	New	Plan the perfect Holiday Office Lunch in Boston with Tivoli Catering. Discover menu ideas and catering advice to make your team celebration seamless.	Holiday Office Lunch - Tivoli Catering
20	MA		Published	Healthy Catering Options Fresh & Affordable Office Lunches by Tivoli	Healthy Catering Options				Informational	Blog Post	Pillar Content	New	Discover healthy catering options in Boston with Tivoli Catering. Fresh, balanced meals that taste great, travel well, and keep your team energized.	Healthy Catering Options - Tivoli Catering
21	MA		Published	Office Party Catering Ideas: From Pizza To Pasta Bars	Office Party Catering Ideas				Informational	Blog Post	Pillar Content	New	Explore creative office party catering ideas that make team events memorable. Tivoli Catering Boston brings fresh, and easy menus for your next gathering.	Office Party Catering Ideas - Tivoli Catering
22	MA		Published	Corporate Catering Boston Office Lunch Catering By Tivoli	Corporate Catering Boston				Informational	Blog Post	Pillar Content	New	Discover Corporate Catering Boston with Tivoli, your trusted local partner for office lunches, meetings, and company events.	Corporate Catering Boston - Tivoli Catering
23	MA		Published	Seasonal Catering Ideas in Boston Tivoli's Four-Season Menu	Seasonal Catering				Informational	Blog Post	Pillar Content	New	Explore fresh seasonal catering ideas for Boston offices with Tivoli Catering. From winter dishes to summer spreads, our menus celebrate every season.	Seasonal Catering - Tivoli Catering
24	MA		Published	Italian Catering Boston Authentic Pasta, Pizza & More by Tivoli	Italian Catering Boston				Informational	Blog Post	Pillar Content	New	Experience authentic Italian catering in Boston with Tivoli. We bring authentic Italian flavors to offices, parties, and celebrations.	Italian Catering Boston - Tivoli Catering
25	MA		Published	How to Order Lunch for the Office Do's & Don'ts of Catering	how to order lunch for the office				Informational	Blog Post	Pillar Content	New	Learn how to order lunch for the office like a pro. Discover catering do's and don'ts from Tivoli Catering to make every office meal stress-free.	How To Order Lunch For The Office - Tivoli Catering
26	MA		Published	The Best Italian Food Catering in Boston for Every Occasion	italian food				Informational	Blog Post	Pillar Content	New	Discover the best Italian food catering in Boston with Tivoli. We bring authentic Italian flavors to offices, parties, and celebrations.	Italian Food - Tivoli Catering
27	MA		Published	Join the Tivoli Reward Program and Get Rewarded for Every Meal	reward program				Informational	Blog Post	Pillar Content	New	Join the Tivoli Reward Program and earn points every time you order. Enjoy exclusive perks on your favorite Italian meals across Boston.	Tivoli Reward Program - Tivoli Catering

What We Created

- 10 blogs targeting high-intent catering topics
- 3 category pages acting as the pillars for Corporate, Italian, and Seasonal catering

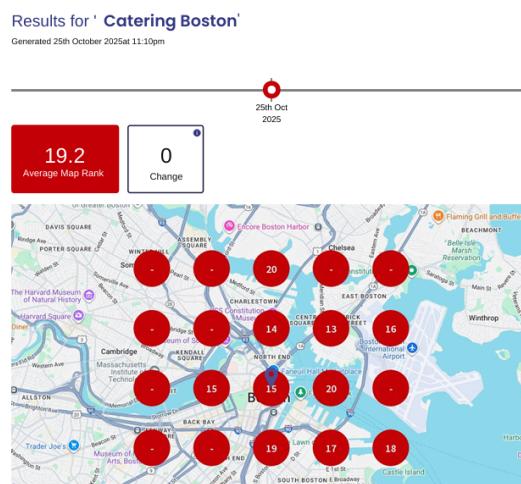
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https://docs.google.com/document/d/1THANqt_kkctgQbwrbHUP0B4sTOxvNKLd8f0qjPCHP-Gw/edit?usp=sharing

- Entry into competitive SERPs like
 - “Corporate Catering Boston”
 - “Italian Catering Boston”
 - “Seasonal Catering Boston”
 - “Office Catering Ideas”
- Stronger semantic coverage
- Better AI understanding
- Expanded indexable surface area
- Higher engagement signals

Chapter 4: Local SEO And GEO Expansion

Boston catering is competitive. The map pack is even more so. When we started, Tivoli was often buried behind businesses with higher link counts and longer digital histories.

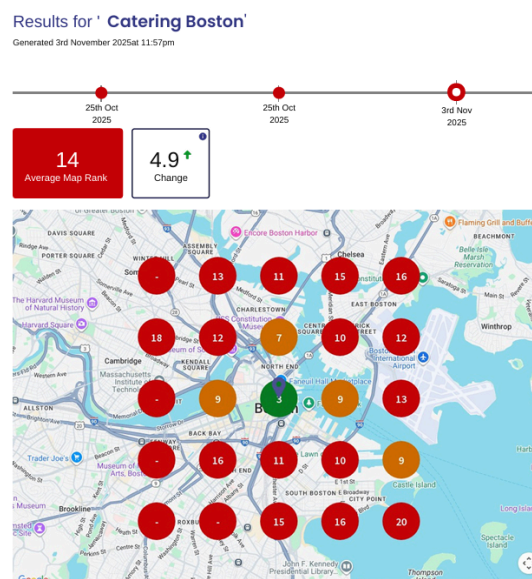


So we treated this like a neighborhood-by-neighborhood takeover.

Local Performance Jump

From the October 25 to November 3 audit:

- “Catering Boston” map rank improved from **19.2 → 14**
- “Catering service Boston” improved to **→ 16.2**
- “Corporate catering Boston” showed steady presence at **20.8**
- “Tivoli Catering Boston” held **Rank 1** with stability



We also expanded:

- Local categories
- NAP consistency
- Service-level categorization
- Competitor gap analysis
- Directory presence

The map grids lit up. Tivoli’s visibility widened across Boston’s densest neighborhoods.

Chapter 5: The Rise In Ai And Answer Engines

Search engines are changing. We prepared Tivoli for the future, not just Google’s past.

What We Implemented

- Answer-optimized FAQ blocks
- Conversational sections designed for AI retrieval
- Precise schemas for Q&A, Services, Organization, Menus
- Clean, direct responses ideal for Google’s SGE, Bard, and ChatGPT results

The Outcomes

- **14 AI mentions** in the first milestone alone
- Appearance in generative results for catering and menu searches
- Better alignment with zero-click experiences

Tivoli wasn't just ranking in search results, it was becoming the answer.

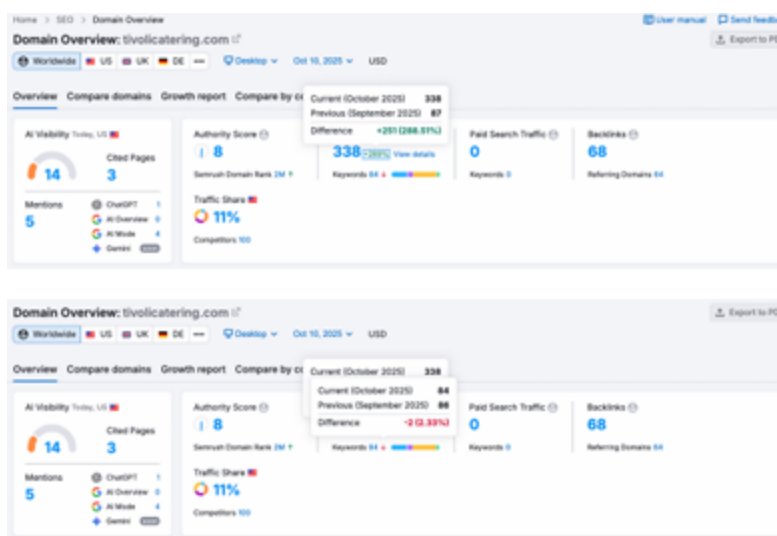
Chapter 6: The Turning Point

By the time we completed the first milestone, the numbers told a story that no marketing language ever could:

Key Wins

- **+289** percent organic traffic
- CTR up **53** percent
- GSC clicks up **81** percent
- Average position improved by nearly **4 spots**
- **14** AI mentions
- Stronger map visibility across all major keywords
- Website authority and health improved
- 13 new pages of optimized content published

This wasn't just an SEO upgrade. It was a repositioning of Tivoli Catering from a hidden gem to a visible leader in Boston's catering industry.



Final Chapter: What This Journey Really Shows

Every client has a unique story, but Tivoli's journey is a reminder of something powerful.

When the foundation is fixed, content is strategic, and optimization is intentional, growth can happen fast, and it can happen in ways competitors don't see coming.

Tivoli Catering now holds:

- A stronger presence
- A clearer online identity
- A future-proofed SEO and AEO structure
- A growing footprint in both search and AI platforms

And this journey is only at its beginning.