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CASE STUDY

NOMADIC OUTDOOR MEDIA

Building the Digital Foundation for a Mobile Billboard Company Launching in a Competitive Market

INDUSTRY: Mobile OOH Advertising, LED & Static Billboard Trucks ENGAGEMENT: Website Build, SEO & Ongoing Digital Management
CLIENT SINCE: August 2025 – Former Client MARKET: Charlotte, Raleigh & Greensboro Metro, NC/SC Region

Live case study page: https://gravissmarketing.com/case-study-nomadic-outdoor-media/
Downloadable PDF: https://gravissmarketing.com/wp-content/uploads/2026/07/Nomadic_Outdoor_Case_Study.pdf

THE CHALLENGE

Nomadic Outdoor Media launched in 2024 with the premise of taking billboard advertising off the pole and putting it on wheels, operating mobile LED trucks across Charlotte, Raleigh, and Greensboro metro areas. The concept was strong but the digital presence was not: Nomadic ran on a Duda-built site lacking SEO infrastructure that wasn't structured to convert search traffic into inquiries, a direct revenue leak. Steve Miller engaged Graviss Marketing to rebuild the site on a proper foundation.

THE APPROACH

01. Website Migration & Rebuild
Migrated from Duda to WordPress and rebuilt with a mobile-first, SEO-ready structure communicating digital LED trucks, static mobile billboards, route planning, and NC/SC geographic coverage.

02. Location-Specific SEO Pages
Dedicated city and region service pages targeting high-intent search terms across Charlotte, Raleigh, Greensboro, Myrtle Beach, and key SC markets, each with unique content.

03. On-Page SEO & Technical Foundation
Full optimization across metadata, headings, internal linking, and schema markup, plus resolved broken links, crawl errors, and sitemap inconsistencies.

04. Backlink Building & Authority Development

A structured backlink program building citations and social backlinks to strengthen domain authority and local SEO signals.

WHAT STEVE SAID

"Graviss Marketing surpassed all expectations in transforming our ideas and vision into an easy to find, efficient and effective website. Jonathan and his team have proven to be exceptional collaborators, which demonstrate remarkable flexibility, creativity, and innovation."
— Steve Miller, Founder, Nomadic Outdoor Media · 5-Star Google Review

KEY OUTCOMES

244.6% increase in total visitors over a 28-day period
231.6% growth in active users, up to 189
#1 Google ranking for "Mobile Billboard Advertising in South Carolina"

THE OUTCOME

Nomadic Outdoor Media went from a Duda site with no SEO presence to a high-performing WordPress platform with first-page Google rankings across multiple high-value mobile billboard keywords in the Carolinas within months of the engagement going live. Graviss Marketing built and ran this site starting August 2025; Nomadic Outdoor Media is no longer an active client, and the results above reflect our work during that engagement.

RELATED READING

Tailored Marketing Strategies for Billboard Companies: Why One-Size-Fits-All Doesn't Work
https://gravissmarketing.com/tailored-marketing-strategies-for-billboard-companies-why-one-size-fits-all-doesnt-work/

3 AI Trends Reshaping OOH: What Operators Need to Know Now
https://gravissmarketing.com/3-ai-trends-reshaping-ooh-what-operators-need-to-know-now/