



CASE STUDY

Seacoast Stories

From podcast website to connected digital business ecosystem.

Seacoast Stories already had the hard parts: audience trust, a deep podcast archive, successful events, local relationships, an engaged audience, and real commercial potential. Smithline did not create that value. The opportunity was seeing what happened when those pieces stopped operating separately.

14,563

recorded pageviews

~235

recorded pageviews per day

831

site-reported Google referrals

July 16–September 15, 2026 • 62 calendar days, including the partial final day.

IT STARTED WITH ONE QUESTION

"Where's the merch?"

Soon after moving to Portsmouth, I went to a Seacoast Stories Dinner Club alone. I was new to town, nervous enough to make the whole thing interesting, and honestly went mostly to people watch and see what everyone was so excited about.

At the post-Dinner Club meetup, I briefly introduced myself to founder Troy Farkas and asked where the merch was. We talked about it for a minute and left it there.

Later, I looked at Seacoast Stories more closely. The merch was not really the opportunity.

It was the first visible sign of something bigger.

WHAT SMITHLINE SAW

The value was already there.

The work was making it compound.

Seacoast Stories had already built the difficult things: audience trust, a deep archive, successful events, local relationships, and real commercial potential. But much of that value lived in separate places.

The podcast, the events, the audience, the partnerships, the content, and the community each worked on their own. The opportunity was not creating more things. It was making what already existed work together.

BEFORE AND AFTER

More activity. A clearer view of it.

BEFORE THE CONNECTED SITE

~10

recorded pageviews per day
1.9K pageviews over about 6.5 months

AFTER LAUNCH

~235

recorded pageviews per day
14,563 pageviews across 62 calendar days

THE REPORTING WINDOW

The new-site figures cover July 16 through the September 15, 2026 snapshot, including the partial final day. The daily figure is a period average, not a claim that every day reached that level.

HOW TO READ THE COMPARISON

The old and new sites use different analytics systems and unequal reporting periods. The comparison is directional, not a like-for-like growth rate. Pageviews measure recorded activity, not unique people, sales or revenue.

Source: September 15, 2026 site analytics export; historical prior-site summary.

WHAT SMITHLINE BUILT

A framework for discovery and action.

Smithline applied an integrated SEO, AEO and GEO framework: search engine optimization, answer engine optimization and generative engine optimization. The framework was designed to make existing value easier to find, understand and act on across search, answers and connected customer journeys.

01 SEO: make the archive findable

Individual episode pages, metadata, internal linking and town-level organization gave existing content a clearer discovery structure.

02 AEO: make information answer-ready

Clearer brand context and content organization were intended to help answer engines understand the information and its relevance.

03 GEO: make the brand interpretable

Connected content and metadata describe the brand, its stories and local context for potential use in generated responses.

04 Discovery to meaningful action

Signup, event and contribution paths connected attention to participation. Sponsor and partner inquiries gained a clear front door.

05 Activity to evidence

Cookie-free, bot-filtered analytics made on-site behavior observable. Added structure and tags do not by themselves prove search or AI visibility.

OBSERVED ACTIVITY · JULY 16–SEPTEMBER 15, 2026

What people did on the site.

1,326

Community pageviews

1,102

Events pageviews

826

pageviews on the best day

WHAT THE CLIENT REPORTS

Regular sold-out events, podcast subscriber growth beyond natural growth, and more partnership inquiries.

Troy Farkas, founder • Reported September 4, 2026.
Client-reported outcomes, separate from the site analytics.

WHAT THE EVIDENCE DOES — AND DOES NOT — SHOW

Google referrals show site-recorded search traffic, not Search Console clicks. AEO and GEO outcomes need dated evidence of accurate answers, brand mentions and citations; no historical baseline is presented here. These results do not isolate any single intervention or independently measure AI citations, answer-engine visibility or financial ROI. Pageviews are not purchases.

Source: September 15, 2026 site analytics export. Client report dated separately.

FROM THE FOUNDER

"Smithline came into our lives, and it completely changed the game."

"Before we gave Smithline the keys to the Seacoast Stories engine, we were in a good place. Our podcast was already the most popular podcast in the area. Our monthly events were attracting a steady amount of returners and first-timers each time. And our social media content was already getting seen by tens of thousands of followers.

But despite the outward success, there were other opportunities lurking in the shadows that I hadn't identified yet. As the sole proprietor of my business, I just didn't have the time to regularly look under the hood and consider what could be better.

But then Smithline came into our lives, and it completely changed the game."

"Lucy is a joy to work with, a true professional and brilliant mind who has a way of bringing your vision to life without you even directly expressing it to her. Somehow, she just knows after one conversation with you."

TROY FARKAS
Founder, Seacoast Stories

The value was already there.
The work was making it compound.

Your business already has more growth in it.

START WITH A MAP → SMITHLINE.CO