

Most search strategies die in the dev backlog. This one shipped.

118 production changes in ten weeks across a 425-clinic network: index cleanup at six-figure URL scale, a server-side booking pipeline into analytics, and the reliability work nobody had owned.

118 / 156

TICKETS SHIPPED

135,649URLS REMOVED FROM THE
SITEMAP**~48,700**DUPLICATE URLS
CANONICALIZED**Live**BOOKING DATA IN
ANALYTICS

Client: Gameday Men's Health. Published with client approval. Figures from the engagement's project board and first-party data, May to July 2026.

THE SHIPPING PROBLEM

Everyone agreed on the findings. No one was set up to build them.

The engagement began in April 2026 as a diagnostic. The contract contained no development work at all. By June it was obvious the findings could not be implemented by anyone then positioned to implement them: the outgoing agency's remit had ended, the internal roadmap was consumed by product work, and the fixes needed someone writing code against the site's edge infrastructure. Rather than hand the client a specification and a wish, Kretz took over the work, direction and implementation both, from June.

Multi-location brands rarely have an insight problem. They have a shipping problem. Search findings compete for the same engineers as revenue features, and they lose. The only reliable fix is an advisor who can carry a finding all the way to production.

118_{of 156}

engineering tickets opened against the findings between May 12 and July 23. 118 shipped, nearly all in June and July.

Ship log, selected production dates

JUN 01 691 placeholder-site redirects live
JUN 08 duplicate-content canonical code live
JUN 11 4,779 chained redirect rules flattened
JUN 20 location-finder outage fixed
JUN 29 edge pre-render cutover complete
JUL 14 network-wide title templates live
JUL 20 location directory and booking pipeline live

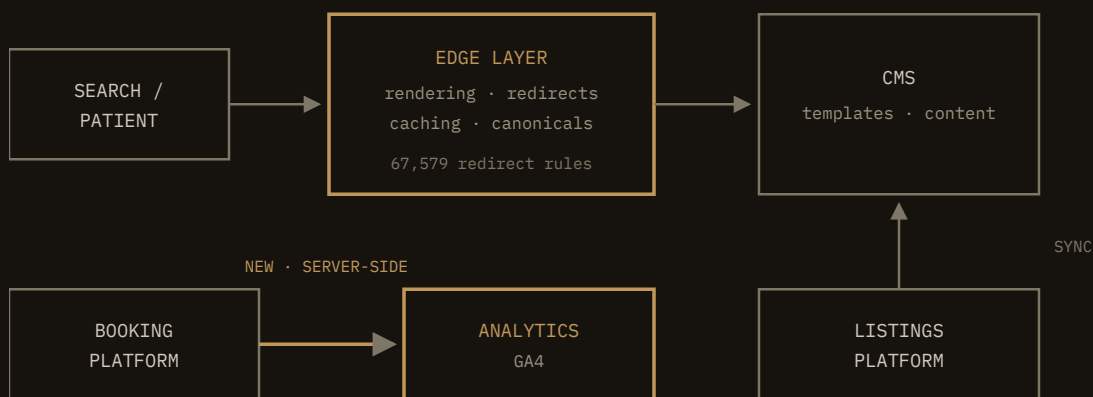
Dates are production resolution timestamps from the engagement's project board.

The advisory that wrote the findings wrote the tickets, and the team that wrote the tickets shipped the code.

THE PRODUCTION SURFACE

What “implementation” meant on this site

This network does not run on a simple CMS install. Pages are served through an edge-computing layer that rewrites and caches every request in front of the CMS. Redirects live in a 67,579-row database at that layer. Location data flows in from a listings platform through a sync pipeline, and bookings happen on a separate booking platform that never spoke to analytics. Most of what was broken sat below anything a marketing login can touch.



The layers a fix has to travel through. Most of the engagement's changes shipped at the edge layer, in code. Bronze marks what Kretz built or rebuilt.

67,579 REDIRECT RULES UNDER MANAGEMENT	135,649 GENERATED URLS IN SCOPE FOR REMOVAL	15,600 INDEXABLE URLS PRE-RENDERED FOR INSTANT SERVING
--	---	--

Knowing what to fix was the cheap part. The advantage was being able to open the ticket, write the code, rehearse it in dev, ship it behind a flag, and prove it live.

IMPLEMENTATION CASE ONE

Taking 135,000 URLs the network did not need out of Google's view

PROBLEM

824 placeholder sites for unopened locations were generating 135,649 URLs, most of them indexable, competing with real clinics for crawl attention. Separately, roughly 48,700 near-duplicate URLs, syndicated articles and generated variants, split the network's authority. Google's index listed 1,805 URLs in duplicate variants.

DESIGNED

Every placeholder got one of three dispositions: redirect to the nearest open clinic, remove entirely, or hold for its opening. The redirects were built as exact-match permanent rules with zero chains, and the canonical fix was written into the edge layer's rendering code, so every duplicate now declares its one true version at serve time.

SHIPPED

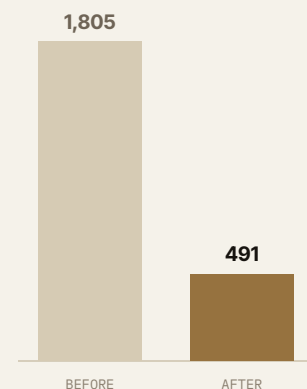
691 exact-match permanent redirects and 262 chain repairs went live June 1, wildcard coverage for every placeholder subpage followed June 15, and eleven sites now return a proper gone signal. All 135,649 URLs came out of the sitemap. The 4,779 chained rules in the 67,579-row redirect database were flattened to zero, rehearsed in dev with a backup table saved first.

MEASURED

Duplicate URL variants in Google's index fell 73 percent, from 1,805 to 491, with the remainder draining as Google recrawls. Verification was recorded per change, down to regression pairs on adjacent site names.

Duplicate URL variants in Google's index

FOUR-WEEK WINDOWS, PRE- AND POST-CONSOLIDATION



-73%

duplicate variants reported by Google

IMPLEMENTATION CASE TWO

The booking pipeline analytics never had

Problem. Bookings happen on the network's booking platform. Analytics never received them. Every conversion number leadership had ever seen counted form submissions instead. The measurement story, and what it means for decisions, is the subject of the companion asset on decision analytics.

Designed. The fix was a server-side integration. The booking platform's webhooks feed an edge service that validates each confirmed booking, attaches the visitor's analytics identity, excludes off-site bookings by design, and posts one clean event per booking into GA4.

Shipped. The booking platform handed over API credentials on July 6, a dry run started in production on July 10, and the pipeline went live July 20 and was validated the next day. On validation day, 82 website bookings flowed through, every one carrying the visitor's analytics client ID, session ID, and a booking reference. Booked appointment now exists in analytics as a key event, at almost exactly one record per booking, against roughly 1.3 per booking for the legacy events it replaced.



82

website bookings passed through on validation day, each carrying full analytics identity

Ten business days from credentials to a validated production pipeline, and the network's first trustworthy booking number in analytics.

IMPLEMENTATION CASE THREE

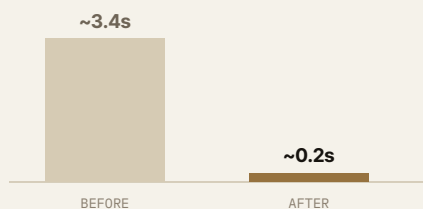
The fixes nobody had owned, and the discipline behind all of them

The location finder, the network's primary path from search to a clinic, was failing for roughly **38 percent of visitors**: 3,492 of 8,912 page loads returned errors in one 23-hour window. The cause sat between two infrastructure layers, exactly the kind of problem that dies between a marketing vendor and a dev queue. It was diagnosed, fixed at the infrastructure level, canaried, and verified at a 0.17 percent residual error rate inside two days.

The same layer now pre-renders the network's 15,600 indexable URLs into persistent storage, taking warm server response from roughly 3.4 seconds to roughly 0.2 seconds at approximately zero added infrastructure cost.

Warm server response

CLINIC PAGES, BEFORE AND AFTER EDGE PRE-RENDERING



The pattern on every ship

- rehearsed in dev before production
- backup tables before destructive changes
- canary rollouts with rollback flags
- recorded live verification after every ship
- structured data validated to zero errors

Every change above went through dev rehearsal, a canary, and a recorded verification. The difference between a recommendation and a result is exactly that boring.

THE SCOREBOARD

What shipped, and what moved

118 PRODUCTION CHANGES SHIPPED, MAY 12 TO JULY 23	-73% DUPLICATE URL VARIANTS IN GOOGLE'S INDEX, 1,805 TO 491	19.1 → 8.6 AVERAGE GOOGLE POSITION, JULY 2025 TO JULY 2026
+37.9% NON-BRANDED CLICKS, JULY YEAR OVER YEAR, 24,392 TO 33,639	+10.4% CLINIC-SITE NON-BRANDED CLICKS MONTH OVER MONTH IN JULY, THE LARGEST MONTHLY GAIN OF 2026	+7.5% CLINIC-SITE CLICK-THROUGH IN THE FIRST WEEK AFTER THE RETITLING SHIPPED

Ranking and click movements reflect the combined program and Google's own volatility. The engagement's reporting ties each change to its own verification window rather than claiming these totals for any single fix.

Kretz Consulting Group specifies the work as engineering, ships it by default with its own build capacity, and proves each change in production. Strategy and implementation run as one engagement, with no handoff for the work to die in.

Nick Kretz

Kretz Consulting Group · Search Intelligence for Multi-Location Brands · kretz.co

Client: Gameday Men's Health. Published with client approval. Figures from the engagement's project board, search data, and analytics, May to July 2026.

kretz.