

# SEO Success

Vacation Rental Industry.



## Prior to Us

This is a **Vacation Rental Industry** to us in May, 2020, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 1 keyword is ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

### After 3 Months

90 days later, the website went from ranking just for 1 keyword on Page 1 of results to ranking for **8 keywords** on Page 1. An increase of 700%.

Aug 2020

### By 12 months

12 Months later, the website went from ranking for 1 keywords on Page 1 of results to ranking for **20 keywords** on Page 1. An increase of 1900%.

May 2021

### By June 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **50 keywords**. An increase of more than 4900%.

Aug 2023

## Google My Business

**16.7k**

Total views received in last 12 months (16.4k Listing Search, 343 Listing Maps)

**7345k**

Total Actions in last 12 months (337 Website Visits, 8 Calls)

## Google Search Console Data

**78.26%**

Increase in clicks.  
4.1k clicks received in last 6 months.

**23.6%**

Increase in impressions.  
347.7k impressions received in last 6 months.

## Google Analytics Data

**28.18%**

Increase in Overall Website Traffic. 9,378 Overall visits received in last 6 months.

**67.02%**

Increase in Google Organic Sessions. 4,229 Organic visits received in last 6 months.

**33.54%**

Increase in Website Pageviews. 128,326 Pageviews received in last 6 months.

\*Major Search Engines defined as Google and Bing