

seo case study

Event Planning

Campaign Information

Industry: Event Planning - Weddings & Special Events

Location: Tampa, FL

Campaign Start Date: 9/24/2019

SEO Hours per Month: 10

Campaign Type: Local

Goal: Increase to page one rankings in several event planning markets

Results

Our campaign leaned heavily into engagement with their potential community, understanding that the need for their product isn't as important as their differentiation. To make sure people looking for special event space could find their offerings, our team submitted the business' information to over 300 online directories and website bookmarks, driving a steady traffic increase of 5% every month. And with close to a thousand monthly visitors, search engine recognition started pouring in. Our client saw a huge bump in trust and authority rewards from Google through our team's industry engagements, increasing the number of backlinks to the client's site from 299 to 1377.



5%

Avg increase in organic traffic QoQ

#5

Current top rank

1078

Total increase in backlinks to date

Performance

KEYWORD PHRASE	START	CURRENT
garden room wedding orlando fl	16	5
garden room wedding tampa fl	6	5
garden room wedding venue tampa fl	5	5
barn wedding tampa fl	26	6
barn wedding venue tampa fl	25	6

Top SEO Tasks

- 32 custom blogs published
- 156 offsite industry engagements
- 150 local and business directory submissions
- 183 website bookmark submissions
- 739 total activities completed