

seo case study

Hotels and Lodging

Campaign Information

Industry: Hotels and Lodging

Campaign Type: Local

Location: Virginia Beach, VA

Campaign Start Date: 01/14/2020

SEO Hours per Month: 20

Goal: Increase organic traffic and rankings to improve online presence



Strategy

To increase our client's online visibility, the SEO team kicked off the campaign by fixing onsite links and creating backlinks to build website authority and trust with Google. To build relevance, we created fresh, new content for the website that included target keywords. All of these optimizations improved our client's rankings and after just four months two of the four chosen keywords hit the first page. In the following months, we made plans to target other significant keywords and to continue building authority through link building and content creation.

Results

KEYWORD PHRASE	PAGE	RANK
hotel with dining Virginia Beach Town center	2 ↗ 1	11 ↗ 3
hotel with meeting spaces virginia beach	2 ↗ 1	14 ↗ 4
hotel with meeting rooms virginia beach	2 ↗ 1	15 ↗ 4
hotel with conference spaces virginia beach	6 ↗ 1	55 ↗ 6
hotel with conference rooms virginia beach	6 ↗ 1	54 ↗ 7

Performance

8

Keywords on Page 1 of Google

3

Current Top Rank

14

Avg Page Increase for Keywords