

# seo case study

## Wine Tours

### Campaign Information

Industry: Travel/Tourism, Wine Tours

Location: Atlanta, GA

Campaign Start Date: 05/26/2015

Campaign Type: Local

Goal: Rank for chosen keywords as quickly as possible

### Results

We began the campaign with a hard focus on getting Google's attention. Business listings and backlink portfolios helped to differentiate our client's website from others which brought them into Google's top ten within a matter of months. To maintain this momentum, the client opted to refresh their website. With the help of our web teams, the site was up and running in just ninety days with keywords returning to their top spots shortly thereafter.

### Performance

KEYWORD PHRASE	START	CURRENT
wine tours in georgia	15	4
georgia wine tours	21	6
georgia winery tours	101	8
full service wine tour package ga	101	9
wine tours atlanta	101	9



9

Avg rank for all keywords

#4

Current top rank

5

Keywords in Google's top 10

### Top SEO Tasks

- 1214 total work items completed
- 488 links built
- 197 business listings created
- 140 articles engaged
- website build