

seo case study

Wine Tours

Campaign Information

Industry: Travel/Tourism, Wine Tours

Location: Launceston, TAS, AU

Campaign Start Date: 08/31/2020

Campaign Type: Local

Goal: Increase visibility on Google and other search engines

Results

Because this client had a limited budget, our team decided to laser focus on the activities that would support the work that had already been done to optimize their website and draw in organic traffic. We kept to their immediate local area, adding their website to as many local business directories as possible as well as clarifying their operating information with Google and other search engines. We also engaged with local articles related to the industry to help build additional trust with Google's systems. While there hasn't been much activity, what has happened has been very impactful, bringing their chosen keywords to Google's top ten in a matter of weeks.

Performance

KEYWORD PHRASE	START	CURRENT
wine tours launceston	101	3
wine tasting launceston	101	4
winery launceston	101	16



3

Keyword rankings improved

#3

Current top rank

2

Keywords in Google's top 10

Top SEO Tasks

- 50 total work items completed
- 45 links built
- 15 business citations
- 30 articles engaged