

# seo case study

## Hotels & Lodging

### Campaign Information

Industry: Travel - Hotels & Lodging

Location: Gold Beach, OR

Campaign Start Date: 12/29/2015

SEO Hours per Month: 10

Campaign Type: National

Goal: Drive digital traffic to increase foot traffic to new installations

### Results

Our team focused hard on pleasing the algorithm's E.A.T. principles with digital industry engagement and streamlined business information across the web. This work, alongside the client's additions to the relevant conversations in the 101 custom blog postings, has been handsomely rewarded with backlinks, bookmarks, and keyword associations. Gathering over 700 new, organic keyword associations during the life of the campaign, the site's keywords have increased by an average of 68% every month. Additionally, organic traffic increased annually, even thru the global pandemic, by 30%, starting the campaign with a mere 628 monthly visitors and growing to a respectable 2500.

### Performance

KEYWORD PHRASE	START	CURRENT
ocean front lodging gold beach or	5	3
hotels near gold beach oregon	12	5
gold beach oregon luxury hotel	12	5
ocean view rooms southern oregon coast	12	6
luxury hotels near gold beach	46	8



**68%**

Avg increase in keyword association YoY

**30%**

Avg increase in monthly organic traffic YoY

**130%**

Avg increase in backlinks YoY

### Top SEO Tasks

- 101 refreshed articles and blogs published
- 435 offsite industry engagements
- 93 local and business directory submissions
- 300 website bookmark submissions
- 624 social posts