

# seo case study

## Travel

### Campaign Information

**Industry:** Travel — Lake Cabin Resort

**Location:** Fort Klamath, OR

**Campaign Start Date:** 03/25/2019

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Increase organic search visibility on Google and optimize the website



### Strategy

After an in-depth analysis of their website, our team started optimizing the client's online presence right away. When tested, the site scored 55/100 for desktop browsing and 12/100 on mobile devices. Addressing this issue immediately increased page views and time spent on those pages. Reduced H1 tags on the site and custom written, keyword-rich copy made it easier for search engines to crawl and read the site which increased authority and page rankings.

### Results

KEYWORD PHRASE	PAGE	RANK
resort rental cabins klamath falls or	4 ↗ 1	31 ↗ 7
vacation cabins klamath falls or	10 ↗ 1	101 ↗ 10
lake cabins resort klamath county or	2 ↗ 1	17 ↗ 12
vacation rental cabins klamath falls or	10 ↗ 2	101 ↗ 19
lake cabins resort rentals klamath falls or	3 ↗ 2	30 ↗ 19

### Performance

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**Avg Rankings for All Keywords**

3

**Avg Page Increase for Keywords**

7

**Keywords on page 1 of Google**