

seo case study

Travel

Campaign Information

Industry: Travel — Customer Charter & Excursions

Location: Key West, FL

Campaign Start Date: 08/02/2018

SEO Hours per Month: 20

Campaign Type: Local

Goal: Rank locally and increase organic traffic and visibility to their site



Strategy

When we began our website analysis, some of their keywords were ranking somewhat, but still had a lot of room to grow to make it to page one on Google. We suggested separating pages for each of the services they offer. We then began targeting broader terms, such as charter cruise, cruise trip, and cruise company in Key West. We began publishing blogs to help differentiate them from their competitors and increase their website's authority on Google.

Results

KEYWORD PHRASE	PAGE	RANK
craft cocktail sunset cruise	1 ↗ 1	2 ↗ 2
custom cruise excursions key west fl	2 ↗ 1	18 ↗ 7
sunset cruise company key west fl	2 ↗ 1	16 ↗ 9
custom charters key west fl	2 ↗ 1	14 ↗ 9
charter cruise company key west fl	11 ↗ 2	101 ↗ 16

Performance

9

Avg rankings for all keywords

1

Current top rank for keywords

8

Keywords on page 1 of Google