

seo case study

Travel & Tourism

Campaign Information

Industry: Travel Gift Shop

Location: Austin, TX

Campaign Results: 8 months

Campaign Type: Local

SEO Hours per Month: 20 hours

Goal: Grow local SEO and organic traffic.



Strategy

This Texas state gift shop was looking to improve its local visibility through the items it sold in its store to help improve tourism in their area. We suggested separating pages for each main item they wanted to focus on. They focused on their ornament, which was a locomotive train, and Texas t-shirts. This helped improve their local long-term SEO strategy by improving keyword rankings in as little as 6 to 8 months. We also worked on building their link portfolio development to help build local authority.

Results

KEYWORD PHRASE	START RANK	CURRENT RANK
Collectible locomotive ornaments tx	10	1 ↑
Texas Silver Earrings	5	1 ↑
texas Themed Gifts	13	1 ↑
Historical Artwork texas	34	1 ↑
Texas books	101	2 ↑

Performance

562 total links built

29 keywords in the top 10 of Google

20 average increase in keyword rankings