

# seo case study

## Travel & Tourism

### Campaign Information

**Industry:** Airport Parking

**Location:** Detroit, MI

**Campaign Results:** 9 months

**SEO Hours per Month:** 40 hours

**Campaign Type:** Local

**Goal:** Increase online visibility in local area.



### Strategy

To increase our client's visibility, the SEO team kicked off the campaign by focusing on viable keywords in Romulus because it is the best location that could be targeted for this client's website. It is also due to people needing to go to the business location to use their services physically. Our SEO team also decided to target Detroit keywords because all of the Ann Arbor keywords were lower opportunity. In less than 9 months, keyword rankings improved significantly and their online presence improved for individuals and search engines.

### Results

KEYWORD PHRASE	START RANK	CURRENT RANK
Monthly Parking Reservations romulus mi	13	1 ↑
Airport Travel Parking romulus mi	15	1 ↑
detroit metro airport parking allen park mi	11	1 ↑
airport parking service allen park mi	25	1 ↑
VIP Airport Parking romulus mi	41	2 ↑

### Performance

56

keywords in the top 10 of Google

60

average increase in keyword rankings

290

total links built