

seo case study

Condo Rental

Campaign Information

Industry: Hotels & Lodging

Location: **Kona, Hawaii**

Campaign Start Date: 12/05/2022

SEO Hours per Month: 10

Campaign Type: Local SEO

Client Goal: Increase online presence and traffic

Results

This vacation condo on the Big Island of Hawaii in Kona wanted to build more online recognition and get people to book their condo listing. They had no online recognition and wanted to build and sustain a strong local online presence for their condo listing. We worked to make their site relevant through onsite recommendations and implementations, link building, and improving their overall organic rankings for searchers looking for accommodations on the Big Island.



6

keywords within top 10 Google results

#2

Current top rank

197

Total work items completed to date

Performance

KEYWORD PHRASE	START	CURRENT
Oceanview condominium rental kailua-kona hi	101	2
Oceanside Condo Rental kailua-kona hi	101	3
waterfront condo rental Kona, HI	11	8
Oceanview condo rental Island of Hawaii HI	101	9
Oceanfront Condo Rental kailua-kona hi	101	10

Top SEO Tasks

- From 0 total keywords to 108
- 127 total links built
- 33 Business Directory Submissions
- 23 classified and local business listings
- 12 bookmark submissions