

# seo case study

## Vacation Rentals

### Campaign Information

**Industry:** Vacation Rentals — Gas Golf Carts

**Location:** Destin, FL

**Campaign Start Date:** 09/28/2021

**SEO Hours per Month:** 20

**Campaign Type:** Local

**Goal:** Build a website to handle current rentals and bring in new, online, buyer-intended traffic

### Results

We worked closely with the client to build a website to handle their current rentals and bring in new, potential leads. Our fulfillment team immediately began establishing industry-based authority that would serve as the new site's foundation. By engaging with offsite articles, blogs, and link-posting sites, our client experienced remarkable growth in a short period of time seeing 22 keywords progress steadily on Google and other search engines. After its publishing, edits were made to the new site to better align with the early feedback from customers as well as Google's algorithm. We're excited to continue working with this client and build exponentially off of this momentum well into the future.

### Performance

KEYWORD PHRASE	START	CURRENT
golf cart rentals seaside fl	76	3
gas golf cart rent per night seaside fl	12	4
vacation gas golf cart rentals seaside fl	83	5
golf cart for rent seaside fl	21	5
for rent golf carts seaside fl	94	5



22

Keyword rankings improved

#3

Current top rank

7

Keywords in Google's top 10

### Top SEO Tasks

- 9 custom blogs and authoritative articles
- 65 links built
- 22 offsite articles engaged
- 36 business directories and bookmarks