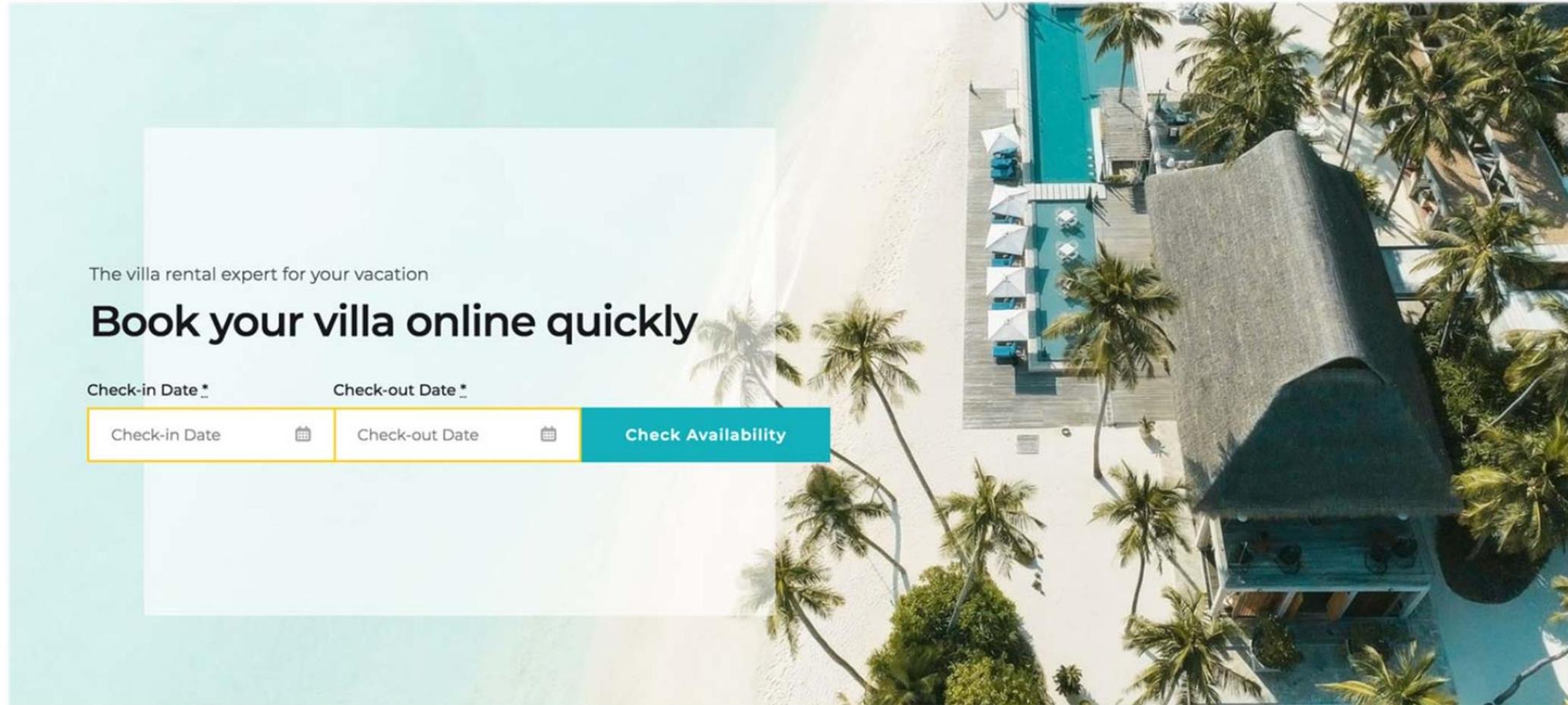


HOLIDAY RENTAL WEBSITE CASE STUDY

THE HOLIDAY RENTAL CLIENT WANTED TO RANK FOR MULTIPLE LOCATION-SPECIFIC TERMS AS WELL AS BROADER KEYWORDS THAT WILL BOOST TRAFFIC ACROSS MANY DIFFERENT CORE PAGES ON THE SITE

Business Type: B2C, Website Type: Luxury rental homes– eCommerce



CLIENT BACKGROUND

Our client, a US-based luxury home rentals business, possessed an SEO-friendly website optimized for conversions. However, they faced a challenge due to a weak link profile when compared to their niche competitors.

ISSUES HOLDING THE WEBSITE BACK

Our client approached us with two primary impediments affecting their website: small content issues and low authority. However, after conducting an in-depth analysis, we determined that the primary culprit behind their low ranking was their inadequate link profile.

OUR STRATEGY

To tackle this challenge, our first step was to perform an extensive analysis of our client's backlink profile. We aimed to eliminate any spammy or low-value links that could impede growth. After completing this clean-up process, we launched a full-scale link-building campaign.

Our strategy targeted several internal destination pages and landing pages with a focus on keywords such as 'holiday homes,' 'holiday villas,' and 'holiday rentals.' This campaign resulted in the generation of over 500 high-quality and niche-relevant backlinks to the site.

One of our most successful tactics was the creation of a guest post with an embedded link. The article proved to be incredibly popular, garnering over 7.8k Facebook likes, 100 Twitter shares, and 34 comments. Additionally, it generated 18 high-quality backlinks, providing a significant boost to our client's link profile.

THE RESULT

The results of our efforts were phenomenal. Our link-building campaign increased traffic from Google organic search by 98.88%, and site usage metrics improved over this period, showing that we had targeted the right traffic-generating keywords that converted into more revenue.

Google delivered 61.95% more transactions and 64.35% more revenue than the previous year, which was a testament to the effectiveness of our strategy