SEO Success

This is a Vacation Rental Industry.

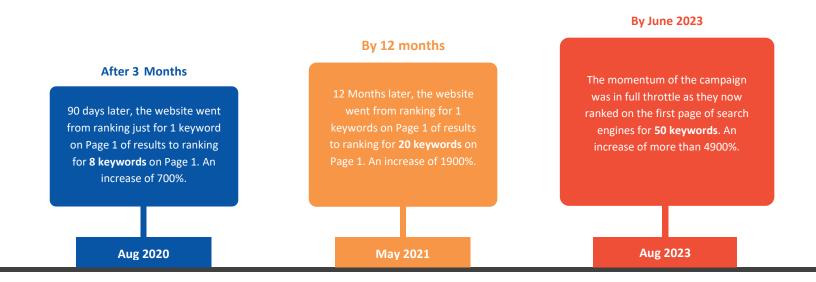


Prior to Us

Rocky Point Rentals Mexico to us in May, 2020, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 1 keyword is ranking on the first page of major search engines.

Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed & implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.



Google My Business

16.7k

Total views received in last 12 months (16.4k Listing Search, 343 Listing Maps)

7345k

Total Actions in last 12 months (337 Website Visits, 8 Calls)

Google Search Console Data

78.26%

Increase in clicks.

4.1k clicks received in last 6 months.

23.6%

Increase in impressions.

347.7k impressions received in last 6 months.

Google Analytics Data

28.18%

Increase in Overall Website Traffic. 9,378 Overall visits received in last 6 months. 67.02%

Increase in Google Organic Sessions. 4,229 Organic visits received in last 6 months. 33.54%

Increase in Website Pageviews. 128,326 Pageviews received in last 6 months.

^{*}Major Search Engines defined as Google and Bing