SEARCH ENGINE OPTIMIZATION
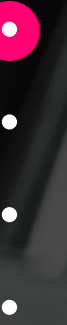## Case Study

Our Client:

This company provides aqua event venues in the Orlando, Florida, area. They provide an aqua floating resort experience and water entertainment.

Goal:

Drive more people to the website by ranking higher for keywords. Doing so would increase phone calls for the company and form submissions on the website.

Project Duration:

8 Months (Ongoing)

Problem Statement:

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like "aqua event venue Orlando," "aqua floating resort," and "inflatable park family resort."

STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven
to generate optimal results.

01

STEP

—

We performed
in-depth market
research and
competitor
analysis.

02

STEP

—

We set up the
necessary tracking
codes and made
sure those codes
had been
implemented
correctly on the
client's site.

03

STEP

—

We performed
keyword research
to determine
what keywords
we would target
and track for the
campaign.

04

STEP

—

We performed a
site audit, revealing
any on-page issues
that required
immediate
attention.

05

STEP

—

Our team of SEO
experts continued
to optimize the
site to gradually
increase keyword
rankings, helping
generate overall
ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. aqua event orlando	1	+46
2. aqua floating resort	1	+90
3. inflatable park family resort	4	+96
4. inflatable sport boat yacht dock	5	+95
5. resort with inflatable water park	7	+93
6. inflatabe yacht water slide	9	+91
7. lagoon inflatable pool	14	+86
8. custom inflatable pool floats	19	+75
9. custom inflatable boat	27	+73
10. resort style pool floats	29	+71

REAL WORLD RESULTS (ON GOOGLE SERP):
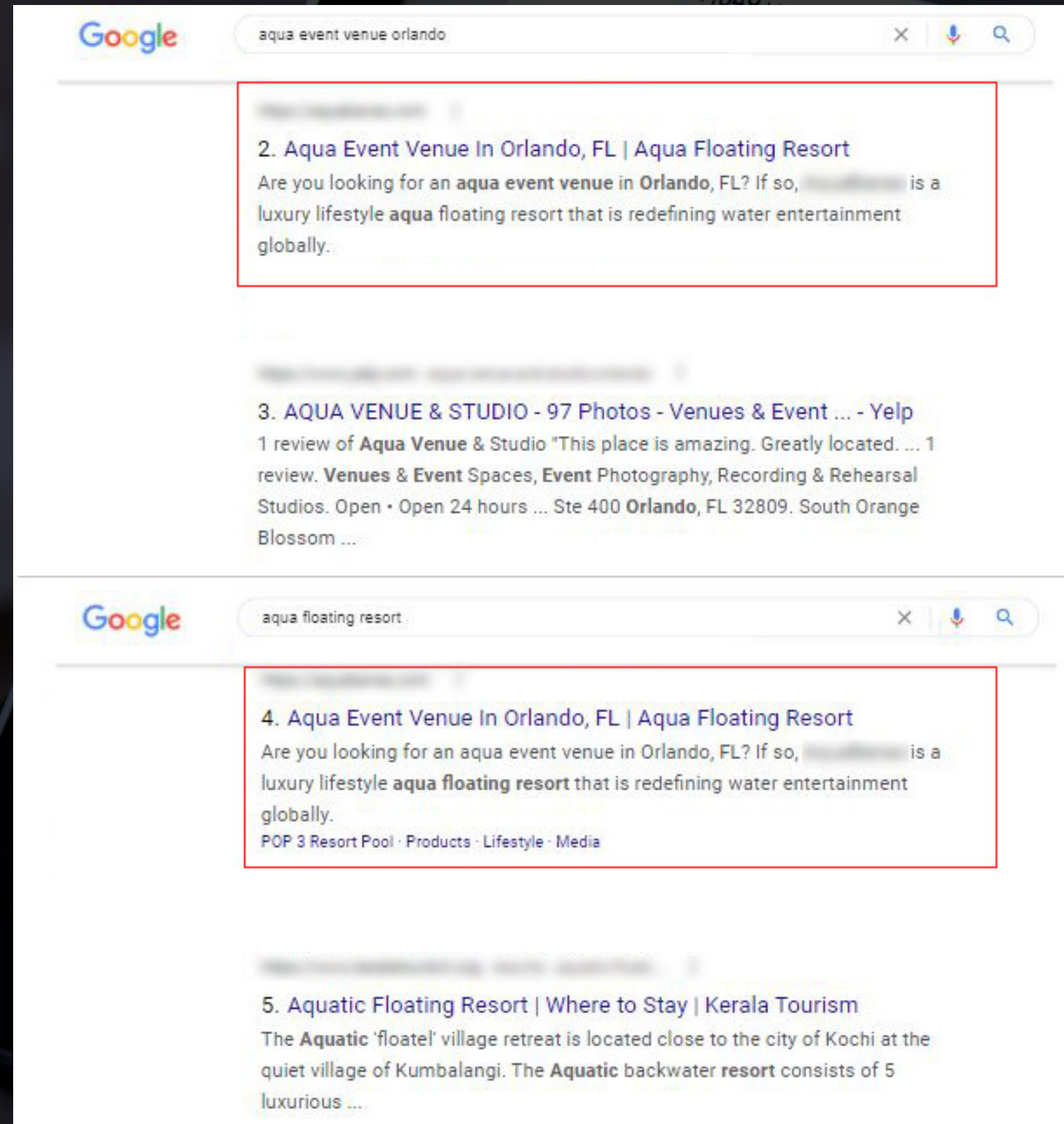
Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.