

CASE STUDY



# Digital Marketing

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Strategy.

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# SEO

CASE STUDY NO:

1

Category: **Vacation Home Rentals**

Location: **USA**

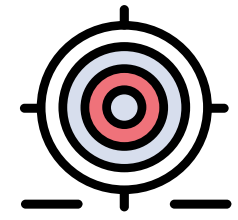
## Business Background:

They are a top vacation rental property provider, proudly serving the state of Texas in the U.S. They offer a variety of listings, each tailored to specific destinations and features.

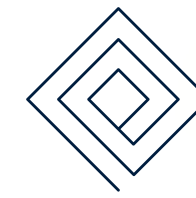
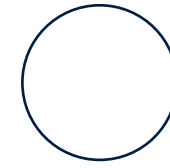
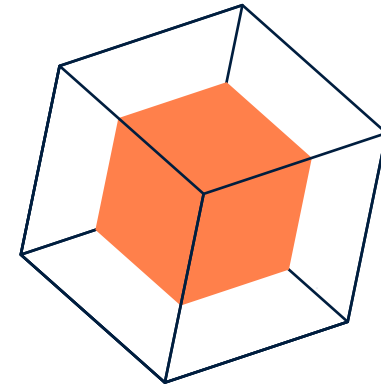
## Market Competitors:

The Texas vacation rental market is highly competitive, with many established sites boasting years of experience and strong online visibility through numerous inbound links. Standing out will require unique offerings and a strategic digital marketing approach to attract and retain customers.

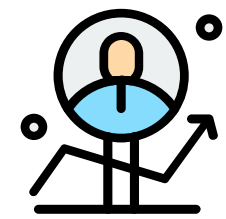




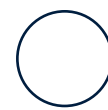
## Project Goal:



This top online vacation rental provider partnered with Zoondia for a web strategy and comprehensive SEO campaign. The client's objective was to rank high for major keywords and an additional 30 keywords, leveraging organic search (SEO) to boost lead volume and expand market share.



## Strategy:



- Conduct effective keyword research.
- Optimize the website for SEO-friendly crawling.
- Implement targeted keyword optimization.
- Focus on ranking for user-searched keywords.
- Perform a comprehensive technical SEO audit.





## Results:

After implementing the SEO strategy for six months, the client reported the following outcomes from their campaign

### Before

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
1.3K	1.9K	54.66%	3m 02s

### After

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
25K	38K	52.18%	4m 03s

These are impressive figures, with the most notable being the rise in organic traffic.

## Learnings:

The two key takeaways from this case study are:

- Identifying the target audience and their interests is crucial for SEO success.
- The level of success is determined by how effectively a company or brand utilizes its unique competitive strengths through content, campaigns, contests, and SEO interactions.



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