



**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

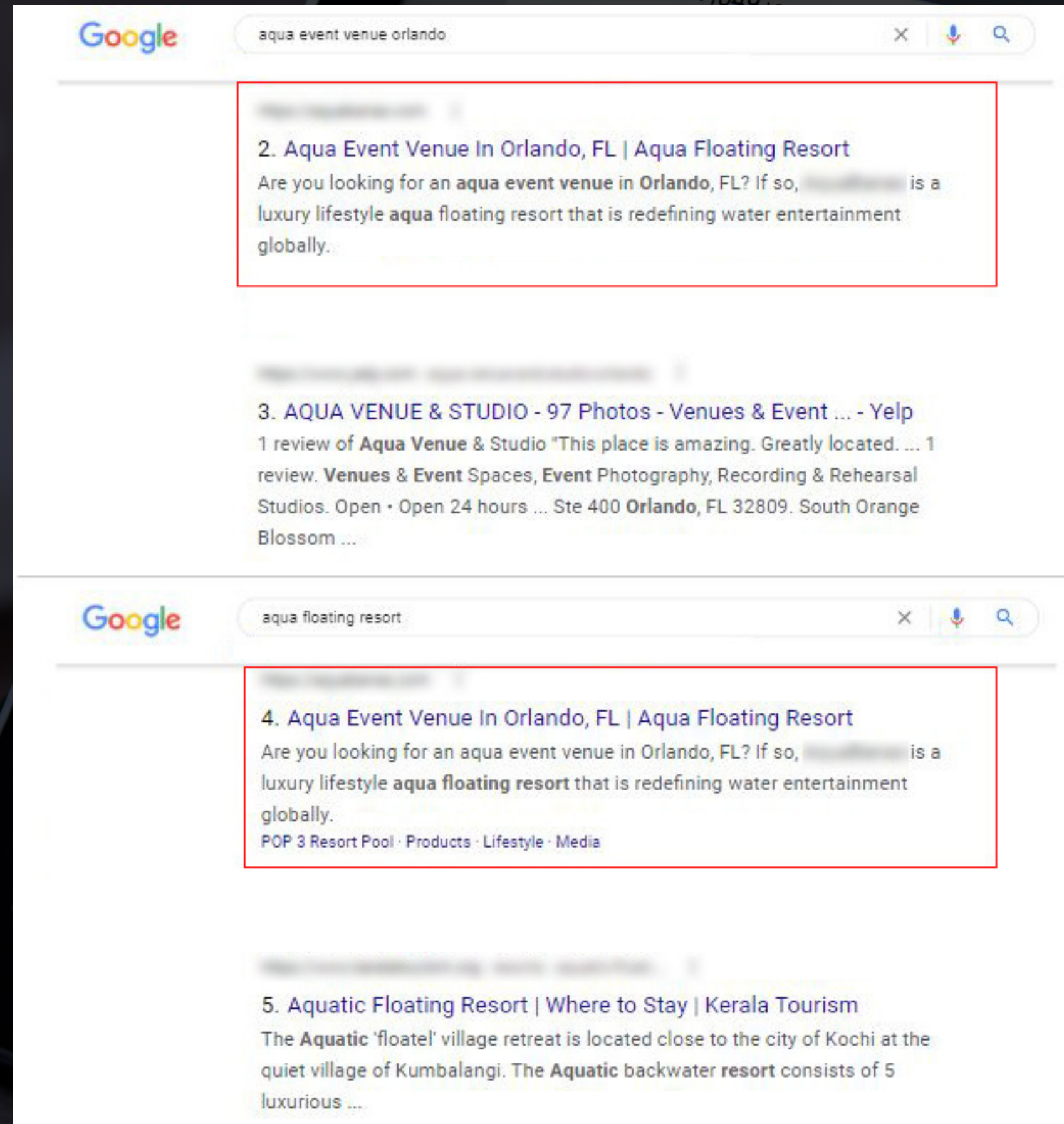
STEP

—  
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**

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

## **Final Outcome**

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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.