



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):

Google aqua event venue orlando

2. Aqua Event Venue In Orlando, FL | Aqua Floating Resort
Are you looking for an aqua event venue in Orlando, FL? If so, Aqua Floating Resort is a luxury lifestyle aqua floating resort that is redefining water entertainment globally.

3. AQUA VENUE & STUDIO - 97 Photos - Venues & Event ... - Yelp
1 review of Aqua Venue & Studio "This place is amazing. Greatly located. ... 1 review. Venues & Event Spaces, Event Photography, Recording & Rehearsal Studios. Open • Open 24 hours ... Ste 400 Orlando, FL 32809. South Orange Blossom ...

Google aqua floating resort

4. Aqua Event Venue In Orlando, FL | Aqua Floating Resort
Are you looking for an aqua event venue in Orlando, FL? If so, Aqua Floating Resort is a luxury lifestyle aqua floating resort that is redefining water entertainment globally.
POP 3 Resort Pool · Products · Lifestyle · Media

5. Aquatic Floating Resort | Where to Stay | Kerala Tourism
The Aquatic 'floatel' village retreat is located close to the city of Kochi at the quiet village of Kumbalangi. The Aquatic backwater resort consists of 5 luxurious ...

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.