

SEO Case Study

Lake Cabin Resort

Local Campaign in Fort Klamath, OR

\$500

Spend/Month

3

Keywords on Page 1

21

Average Ranking for All Keywords

SEO Strategy

Our client joined us in March of 2019, seeking to increase their organic search visibility with Google and to optimize their site.

After an in depth analysis of their website, we were able to start optimizing their online presence right away. We have found in our experience that 80% of users will not return to a site if there are slow load times and they will leave before the site fully loads. When we tested this resort's site speed, they scored a 55/100 for desktop and 12/100 for mobile devices. Addressing this issue right away and helping them have it fixed immediately made the site much more easy and pleasant for their guests to use, leading to an increase in page views and time spent on these pages.

In our audit, we also found over ten H1 tags on several of their pages. Too many H1 tags can confuse search engines into not knowing what a particular page is about. To prevent this, we made sure that only one H1 tag was used on each page.

After establishing which keywords our client would like to be ranked for, we helped them craft quality keyword-rich content for their site. Not only did this help their site rank better, it also allowed potential guests to see how this particular resort set itself apart from others in their area.

Keyword	Start Rank	Start Page	Current Rank	Current Page
Resort Rental Cabins klamath falls or	31	4	↑ 7	↑ 1
vacation cabins klamath falls or	101	10	↑ 10	↑ 1
Lake Cabins Resort Klamath County OR	17	2	↑ 12	↑ 1
vacation rental cabins klamath falls or	101	10	↑ 19	↑ 2
Lake Cabins Resort Rentals klamath falls or	30	3	↑ 19	↑ 2