

Case Study: Oceano Rentals, Domination in a new marketing with SEO

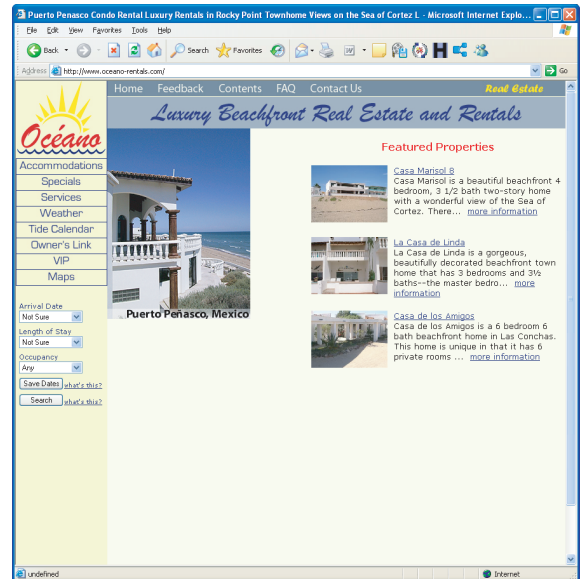
Overview:

Oceano Rentals is a family owned business that started in 1996. Oceano Rentals has grown into a large property management company in Rocky Point, facilitating beach house and condo rentals in the local area.

Strategy:

Submitawebsite partnered with Oceano Rentals in Q1 of 2005 and at the time the website had no organic rankings on any major search engine. Submitawebsite carefully took the time to understand Oceano Rentals target market and then commenced on a detailed strategy to envelop all major search engines with relevant keyword choices to bring a highly-qualified audience to the website. By utilizing in-house linking strategies, precise content and coding implementation, Oceano-Rentals.com quickly climbed in organic rankings on major search engines and built a solid foundation of popularity to maintain placements consistently.

Site URL: <http://www.oceano-rentals.com>



MSN.com

Keyword:

Rocky Point townhome - #1
Rocky Point beach front condo - #4

Yahoo.com

Keyword:

Rocky Point condo - #8
Rocky Point townhome - #1
Rocky Point beach rental - #2
Rocky Point beach house - #1

AOL.com

Keyword:

Rocky Point condo - #5
Rocky Point beach house - #1, 2
Rocky Point condo rental - #1
Puerto Penasco homes - #8

Google.com

Keyword:

Rocky Point condo - #4
Rocky Point townhome - #1
Rocky Point rentals - #2
Puerto Penasco condo - #3
Rocky Point beach - #6