

## Case Study: RaceAway Hospitality, Natural SEO + Press Releases = High Rankings

### Overview:

RaceAway was looking for a SEO company to get their site to rank naturally for NASCAR branded keyword phrases representing an industry on fire with multiple brands and heavy competition. This is a tough challenge for any SEO company.

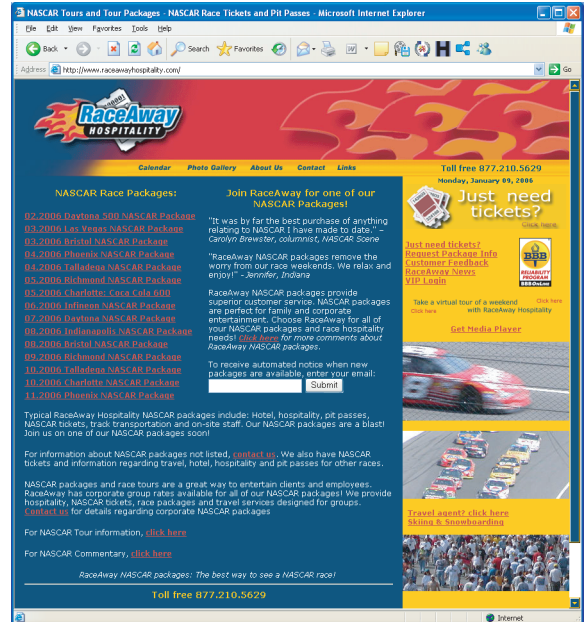
### Strategy:

SWS formulated an SEO campaign that emulated a strong Natural growth for updated content and increased Link Popularity. SWS also did extensive research and set proper client expectations for more effective rankings before the campaign started. Our strategy included link building and optimized press releases.

### The Result:

SWS has been able to attain high rankings for RaceAway in record time. SWS ranked his most important and relevant keyword phrases accounting for over 154 first page rankings among the major search engines.

Site URL: <http://www.raceawayhospitality.com>



### Google.com

#### Keyword:

pit passes #3 (Results 1 - 10 of about 1,669,000)  
nascar pit passes #1  
nascar hospitality #1  
nascar racing passes #6  
nascar racing tours #2

### Yahoo.com

#### Keyword:

nascar hospitality #2 (Results 1 - 10 of about 720,000)  
nascar racing passes #8  
nascar pit passes #3