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Case Study: WebEventPlanner.com, Getting aggressive with Natural SEO and Link Building

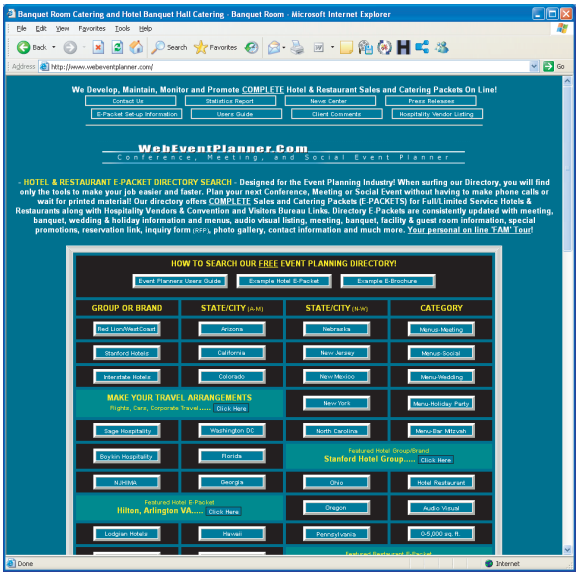
Overview:

Webeventplanners.com is a leader in the hotel conference, meeting and event planning industry. The hotel information is constantly updated with menu changes, special promotions, meeting information, wedding packages, and event information. Webeventplanners.com specialized in hotel and hospitality marketing. Webeventplanner.com has been online since 1999, and has been a client for about 3 years.

Strategy:

Webeventplanner.com had a distinct advantage when they became a client, considering that they had been online for years, and had quite a bit of natural link popularity. Working closely with the client we helped formalize a specific keyword target. Once we understood the keyword focus, we knew that getting rankings would drive in the perfect demographic. Because link popularity for webeventplanner.com was already up to par, we focused exclusively on search engine optimization and content editing and additions.

Site URL: http://www.webeventplanner.com



MSN.com

Keyword:	Competing Pages:
online hotel marketing #9	3,000,000 +
hotel event planner #1	250,000 +
hotel event planning #1	2,000,000 +
banquet room catering #1	150,000 +

Yahoo.com

Keyword:	Competing Pages:
hotel room catering #2	8,000,000 +
online hotel marketing #6	29,000,000 +

Google.com

Keyword:	Competing Pages:
hotel marketing #9	36,000,000 +
hotel event planner #7	23,000,000 +
hotel event planning #4	16,000,000 +
banquet room catering #1	1,000,000 +
hotel room catering #1	5,000,000 +
banquet room planing #4	1,000,000 +
hotel wedding event planner #6	10,000,000 +

The Result:

Having worked on the client site for years we've been able to definitely own the natural search results. Moving forward we will start to focus on improving the client's link popularity to further close the gap in the natural results.

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