

Client since 2020.

National Campground Reservation Software

This was a textbook example of a great idea that was not executed in a way conducive to SEO. We worked with their development team to help Google better organize and index the website.

Next, we built out key landing pages and directed revisions to individual campground landing pages. Finally, we executed on a standard rank and bank content strategy.

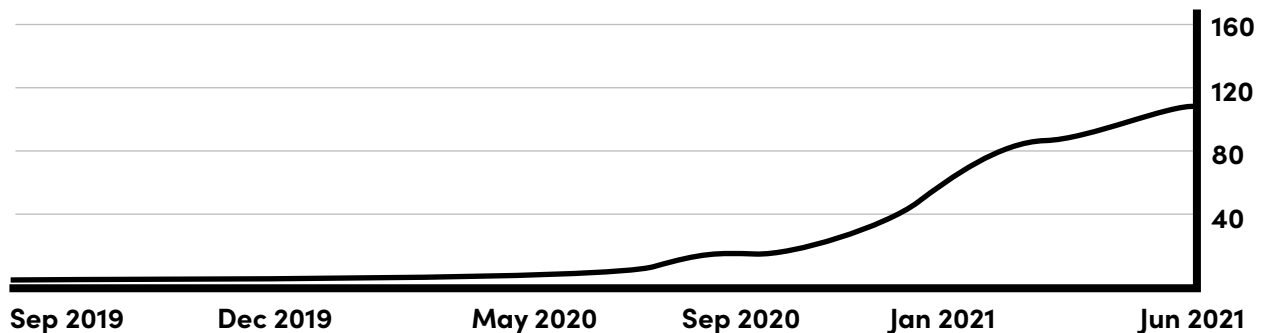
Key deliverables were completed just in time for this client to maximize their seasonal opportunity.



Since working together, **this client has grown their organic traffic by an incredible 1,036%** (to more than 25,000 highly-targeted pageviews per month) and **added more than 1,400 front-page rankings** (including front-page rankings for keywords getting more than 100,000 searches/mo).

Organic Keywords

After

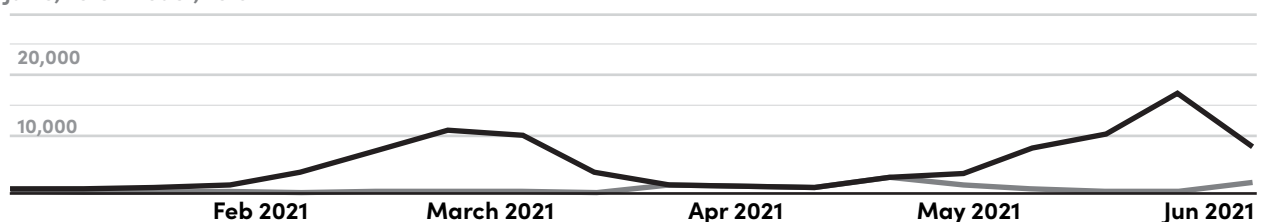


Before

* Data pulled from Semrush

Organic Traffic 2019-21 vs. 2017-19

Jan 1, 2020 - Jun 10, 2021
Jul 10, 2018 - Dec 31, 2019



* Data pulled from Google Analytics

Google Analytics

The Strategy

We were retained for strategic oversight, relying on their internal development team to own the implementation of the strategy. We focused on three core areas:

Website Effectiveness

We tightened up the homepage UX, added important landing pages, and improved the navigable experience overall.

Team Alignment

The content strategy played to their strengths and advantages as a business.

Rank & Bank

Once rankings and traffic started to grow, we made specific changes to key pages based on what the data was telling us.



Closing Thoughts

Being able to support a growing tech SaaS startup has taught us a lot about the value of accessibility and agility. We pivoted our strategy as an unprecedented situation developed (Covid-19), resulting in major traffic growth throughout 2020 and 2021.

KEY STATS

- +1,100 new front-page rankings
- +1,000% organic traffic since Jan 2020