

SEO CASE STUDY



BACKGROUND

Barnacle's Island Resort on North Captiva Island is a Vacation Home Rental program. On the resort you will find both the iconic Barnacle's waterfront restaurant with locally made "Queenies" ice cream, as well as Barnacle's Bazaar, a gift and clothing shop featuring locally crafted jewelry, artwork and photography.



THE CHALLENGE

Barnacle's Island Resort is one of only a handful of rental resorts located on North Captiva Island, Florida, yet the company still found itself struggling to gain any traction in organic search results. The owner had just completed a successful redesign of her website and had all the pieces in place to embark on her first SEO campaign. The biggest challenge in the lodging/hospitality industry is the fact that the search results are dominated by "Goliath" aggregator sites like Trip Advisor and VRBO. Always welcoming a challenge, Nett Solutions eagerly accepted the invitation to partner with her in this quest to help David slay Goliath.

THE "NETT" SOLUTION

Our goal was greater than increasing organic rankings alone. We set out to increase the amount of qualified organic traffic coming into the website, as well as the number of interested renters starting the online reservation process. From a branding perspective, we wanted to help make the Barnacle's Island Resort name synonymous with North Captiva Island.

SEO WEBSITE AUDIT

We began with a thorough assessment of the website and provided detailed recommendations on how to fix issues and ensure the site was search engine-friendly.

TARGET KEYWORD RESEARCH & ON-PAGE OPTIMIZATION

After extensive research, we had our target keyword set and were able to build a map for the on-page optimization. We implemented more readable and keyword-targeted copy, properly formatted and targeted page titles, added persuasive meta descriptions and implemented technical fixes to XML Sitemaps, URLs, and duplicate content.

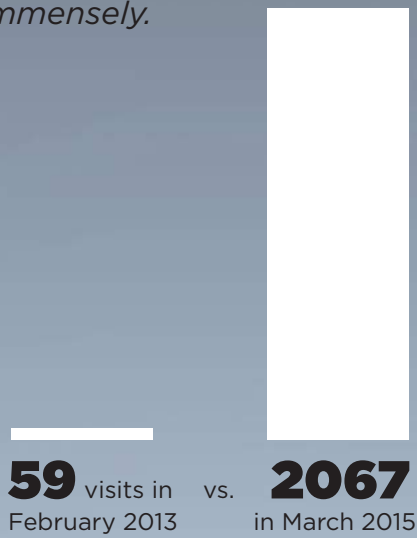
CONTENT CREATION

The owner was not interested in blogging, so we pivoted to target off-site opportunities instead. We built an editorial calendar and assigned one of our college-educated, US-based writers, with an expertise in travel, to begin writing long-form content. Topics were generated based on feedback gained from outreach to various bloggers and travel websites. Placement on these other websites often came with a mention of the resort or a backlink. Some examples of our published work are below:

- <http://www.keysproperties.com/blog/beach-vacations>
- <http://www.thatnotcamping.com/general-category/five-ways-to-save-labor-day-with-last-minute-planning.html>
- <http://beinginawe.com/what-to-bring-to-north-captiva-island-florida-the-essential-packing-list/>

THE "NETT" RESULT

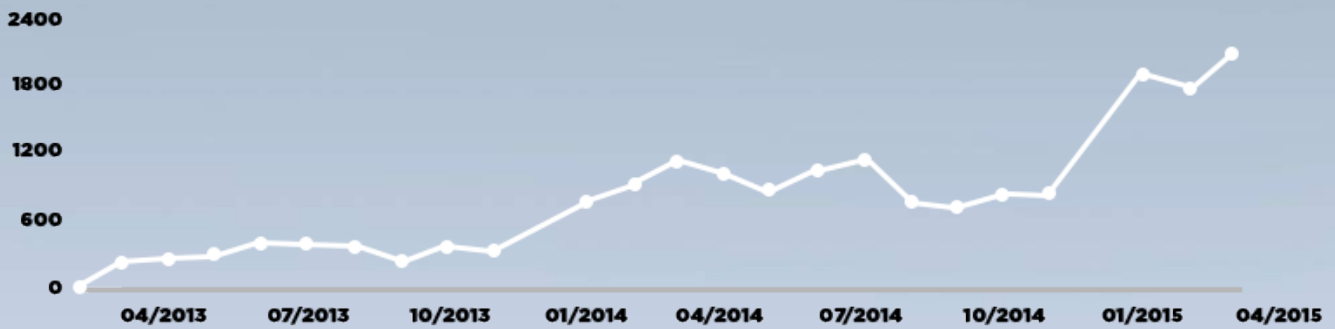
Increased organic traffic visits *immensely*.



Higher number of pages views per visit by prospective guests.



Elevated number of bookings coming from organic traffic.



8 out of 9

target keywords ranking on *page 2*

or deeper on Google at the start of the campaign.

9 out of 9

target keywords ranking on *page 1*

after one year.

January 2015 | Target Keyword Organic Rankings

Keyword/Phrase Note: " * " = Not in the top 30 results	Google			
	Initial Rankings	Nov 2014	Dec 2014	Jan 2015
Yellow Highlights = First Page Results				
barnacles island resort	*	1	1	1
north captiva boat rental	*	4	3	2
north captiva fishing	24	5	5	5
north captiva island fishing	*	4	4	5
north captiva island rentals	*	6	7	7
north captiva island restaurant	35	7	8	4
north captiva island vacation rentals	20	6	9	7
north captiva rentals	7	6	10	7
north captiva vacation rentals	14	6	10	7