



SEO PROHUB
Grow your business online.

CASE STUDY

Emeraldcoastrentals wanted to improve its organic traffic, which drills down to higher SERP rankings with targeted keywords.



▲ Increase in
Organic Conversions

+59.7%

▲ Increase in
traffic from SEO activity

+80.1%

▲ Increase in
Conversion Rate

+19.9%

Users
-41 (-22.79%)

590 ▼

New users
-38 (-15.48 %)

600 ▼

Sessions
19 (-11.52 %)

450 ▼

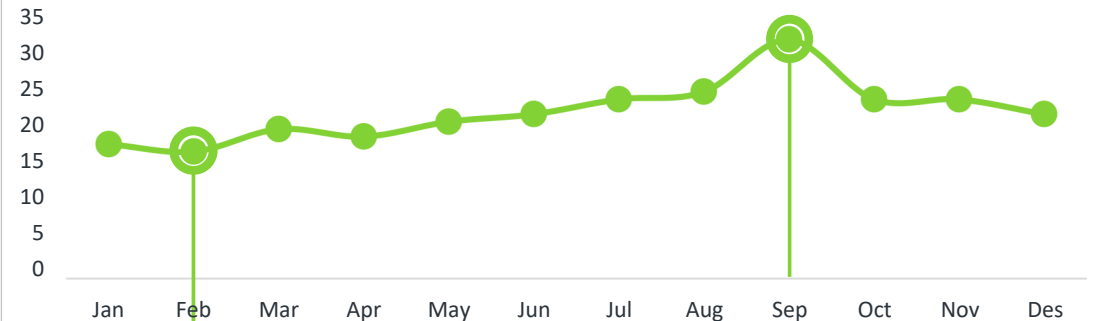
Traffic sources

Organic	16%
Paid search	13%
Refereal	12%
Direct	50%
Social	9%



Avg. Position
+ 12.03 %

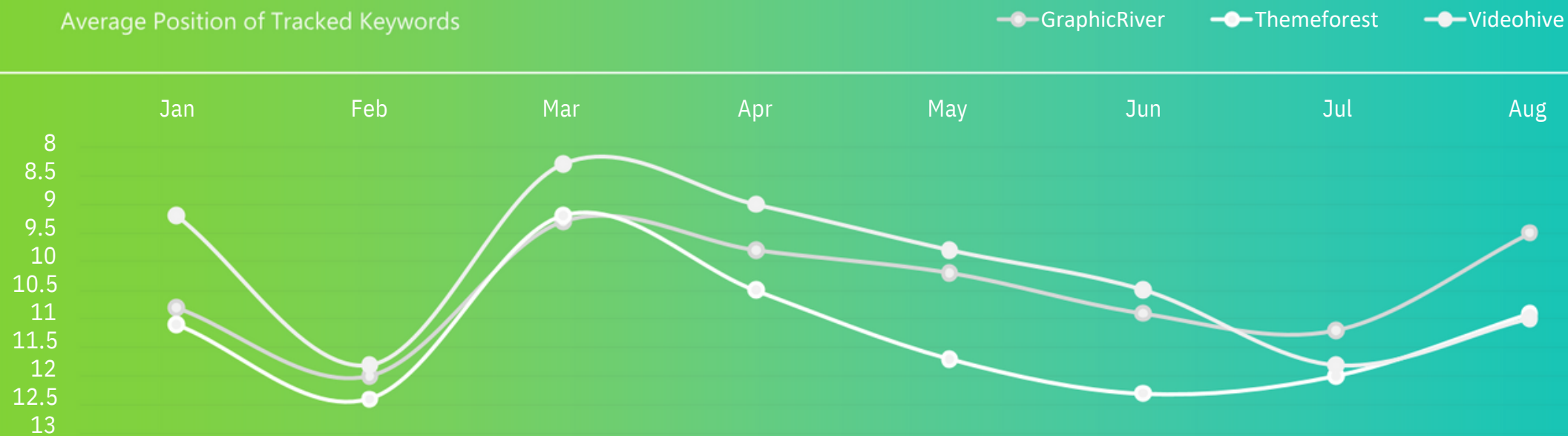
19.5 ▲



Targeted Competitors

#	Business Name	URL
1	Sunsetresortrentals	https://www.sunsetresortrentals.com/
2	Vacationrentalsonthegulfcoast	https://vacationrentalsonthegulfcoast.com/
3	Breakersfwb	https://www.breakersfwb.com/

Average Position of Tracked Keywords



Top Keyword Trends

#	Keyword	Position	Impression	Clicks	CTR
1	Brooks And Shorey	1	1256	107	3.73%
2	Islander Beach Resort Fort Walton	1	1444	104	4.19%
3	Pelican Isle Condos	2	1249	129	3.9%
4	Summer Place Apartments	3	1278	120	3.27%
5	Okaloosa Vacation Rentals Fort Walton Beach Rentals	3	1247	152	3.79%
6	Islander Beach Resort Okaloosa Island	5	1411	181	3.93%
7	Islander Resort Fort Walton Beach	6	1198	157	4.31%
8	Pelican Isle Fort Walton Beach	7	1416	181	4.71%
9	Island Princess Condo	8	1220	194	4.81%
10	The Islander Fort Walton Beach	10	1384	175	3.76%
11	Beach View Rentals	11	1319	143	4.91%
12	Gulf Dunes Vacation Rentals	12	1182	186	3.61%

Sessions

 4.1M +6.4%

Unique Visitors

 3.3M +6.4%

Page/Visits

 5.7M +6.4%

Avg/Visit Duration

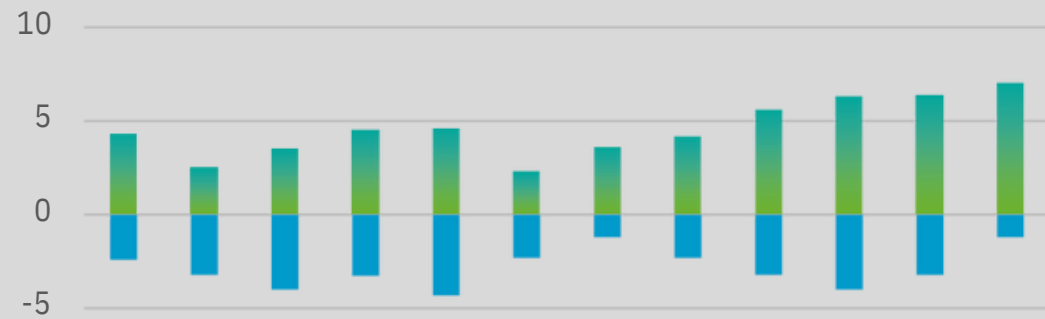
00:10:02

Bounce Rate

0.7%

Keyword's

09 Sep, 2019 - 20 Sep, 2022



Backlinks

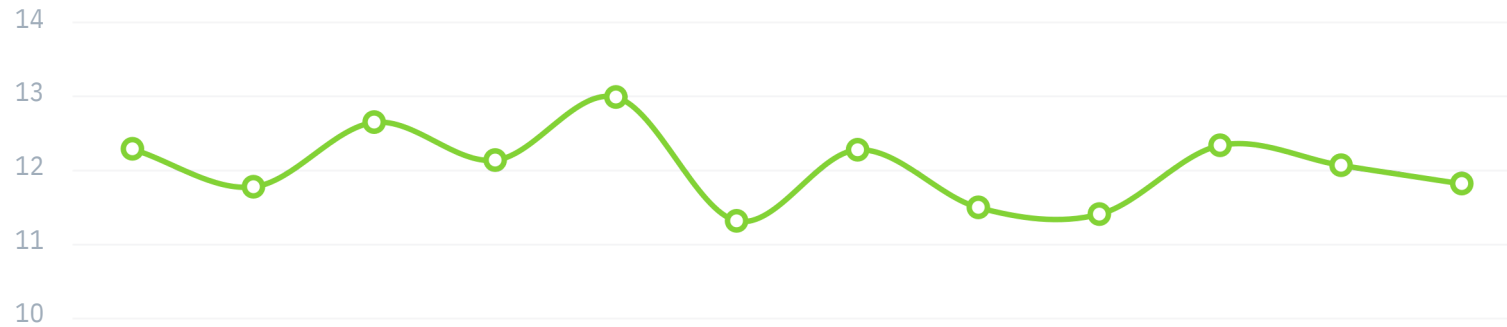
23 Oct, 2019 - 04 Nov, 2022



Keyword's	Position	Volume	Traffic
Mobile	https://www.sunsetresortrentals.com/	122K	1.50%
UI	https://vacationrentalsonthegulfcoast.com/	90K	20%
UX	https://www.breakersfwb.com/	200K	30%

Sessions

15.568 ▲ 90%



20,236

Sessions

▲ 80%

Goal Completions



Display

Organic Search

Referral

Paid Search

Other

Social

Email

Direct



10,236

Goal Completions

▼ 63%



3236

New Links

▲ 100%

20,236

Total Backlinks

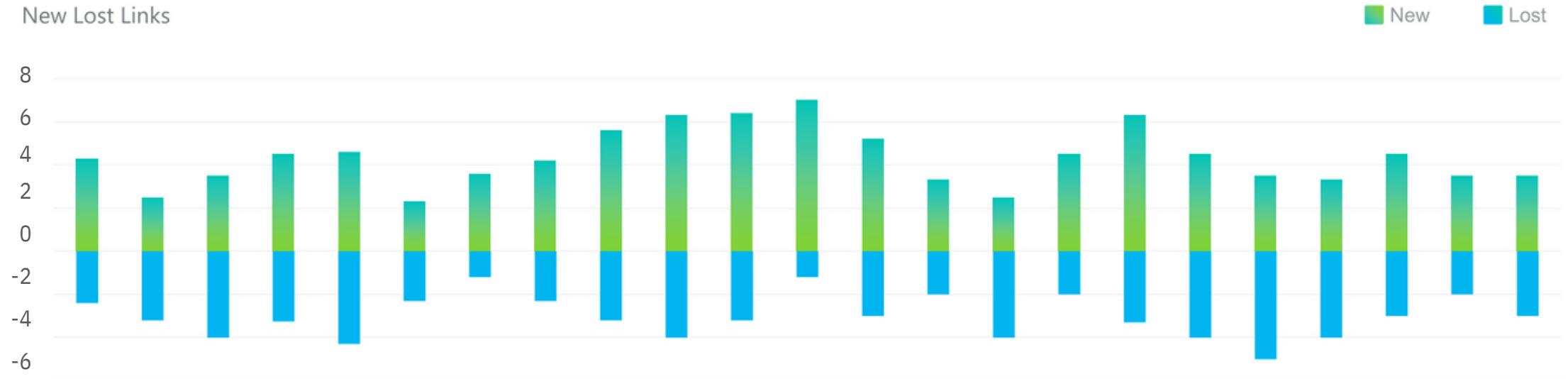
▲ 63%

5010

Recent Backlinks

▼ 63%

New Lost Links



Goal Conversion
Last 14 day, daily

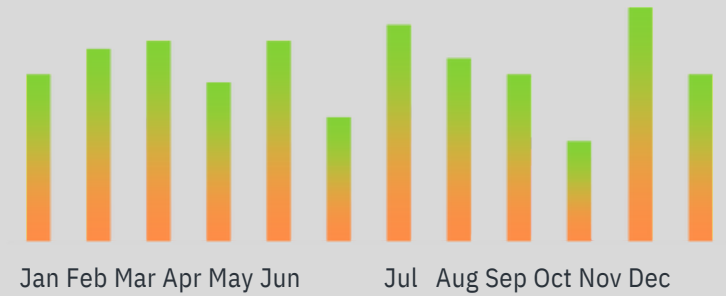
5.9%
Conversion rate

Goal Conversion
Last 14 day, daily

5.9%
Conversion rate



Goal Conversion
Last 14 day, daily

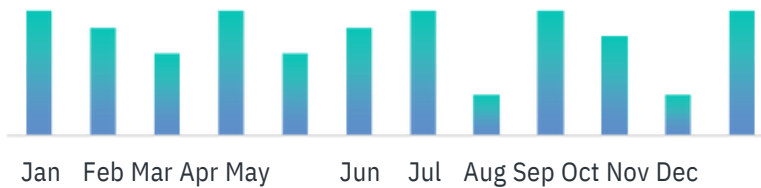


Goal Value
Last 14 day, daily

1,325
23.25 / day

Goal Conversion
Last 14 day, daily

1,325
23.25 / day



Goal Conversion
Last 14 day, daily



- Search Engines
- Social Media
- Direct
- Other

Countries

Canada

60%

USA

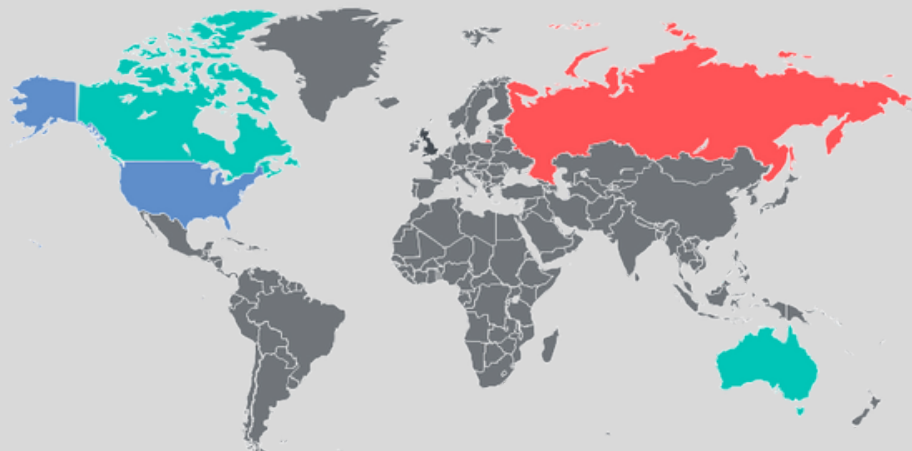
30%

Australia

5%

Russia

5%



Traffic Overview

5,235

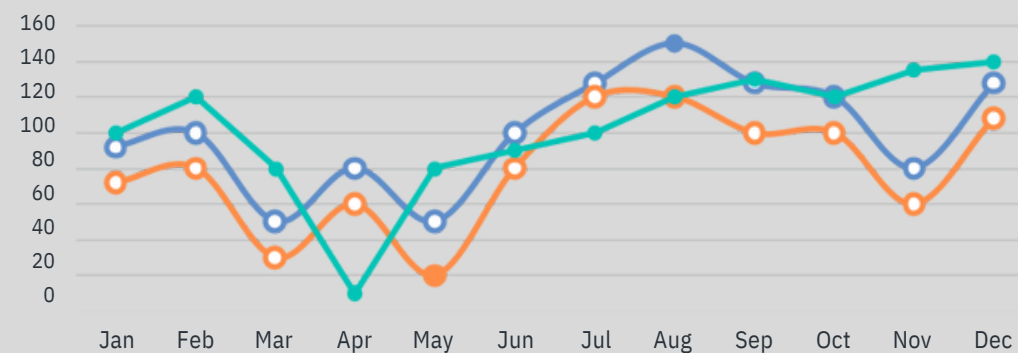
User

8,126

Sessions

36,456

6/day



Contestant Overview

3:51s

Avg. time on page

8,126

Avg. Bounce rate %

36,456

Avg. exit rate %

Contestant Overview

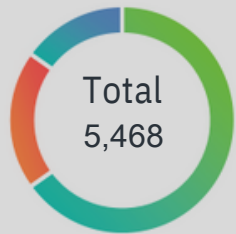
321.9

Goal Value

%7.04

Conversion rate

Active Visitor



65%
Desktop

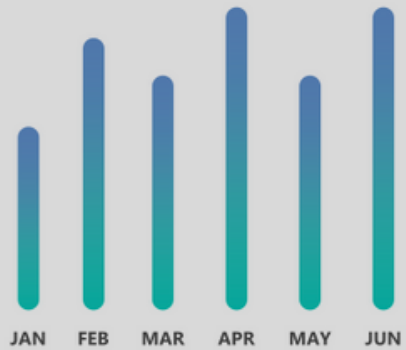
20%
Tablet

15%
Phone

Sessions Via Organic Search



Visitor by Type



Regional Map



Session
4,289,46



Page view
2,400,000



Avg. user
23,589,46



Bounce Rate
2358946



NewSession
9,564,45



Conversion
2358946

