

# SEO CASE STUDY

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IMPROVED SEO REDUCES RELIANCE ON AD SPEND

## Brief Background about the Client

Before we proceed with the case study, here's a brief background about the client:

- Client works in the recreation and touring industry.
- Their website already has good traffic – with some of their key terms ranking in the first page.
- The client's goal was simple: get above-the-fold-rankings, specifically positions 1 to 3.

## So, here's the problem...

The client's main keywords were directing traffic only to the homepage instead of the inner pages. Competitors have individual pages and enough quality content to talk about the keywords, while the client only has the homepage to rank for the same set of keywords they are targeting.

Keyword	Google.com Position
arkansas river rafting	4
rafting arkansas river	4
royal gorge white water rafting	4
colorado rafting	6
rafting in colorado	8
rafting colorado	8
white water rafting colorado	9
colorado white water rafting	10
whitewater rafting colorado	11
colorado rafting trips	11
white water rafting in colorado	11
colorado whitewater rafting	11
colorado river rafting trips	23
colorado river rafting	26

When we checked the website, 75% of the pages that are contextually relevant to the target term "white water rafting Colorado" are linking to the homepage. While the client has an

existing page for the target term, only 25% of the links point to this page — which explains why the white water rafting page is only in position 7. Because the homepage is the only one ranking for their money terms, the competition is taking over most of the online real estate above-the-fold.

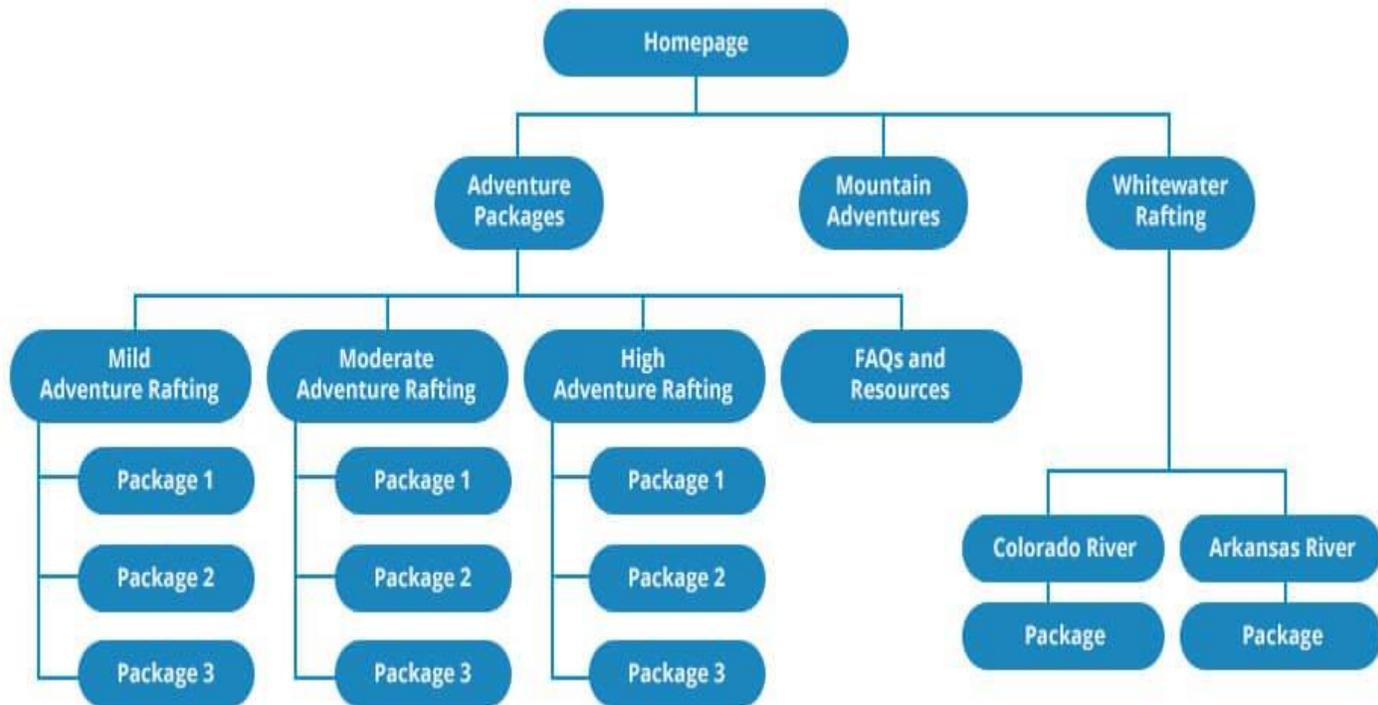
- River Runners: White Water Rafting Colorado | River Rafting**  
<https://whitewater.net/> ▾  
 White water rafting Colorado's Arkansas River April 1 - September 25, 2016. River Runners has offered guided whitewater rafting trips since 1972.
- Colorado Whitewater Rafting – Colorado River Rafting | Colorado.com**  
<https://www.colorado.com/activities/colorado-rafting> ▾  
 Colorado rafting trips mean paddling through colorful canyons and gorgeous scenery on beautiful rivers for an adventure you'll never forget. **Whitewater rafting** ...
- Colorado Rivers for Whitewater Rafting | Colorado.com**  
[www.colorado.com/articles/complete-guide-whitewater-rafting-colorado](http://www.colorado.com/articles/complete-guide-whitewater-rafting-colorado) ▾  
 May 2, 2016 - Colorado whitewater rafting kicks off each spring with rivers swelling with snowmelt. Find out the best river in Colorado for whitewater ...
- Colorado Whitewater Rafting**  
<https://www.raftingcolorado.com/> ▾  
 Offering Colorado whitewater rafting trips, and guided tours on many of the Colorado rivers.
- Colorado Rafting – White Water Rafting Colorado – Denver River ...**  
<https://www.raftingcolorado.com/rafting> ▾  
 Colorado Adventure Center provides experienced guides for white water rafting in Colorado as well as several other options for Colorado rafting.
- White Water Rafting Colorado, River Rafting | Colorado Springs, Denver**  
[www.raftecho.com/](http://www.raftecho.com/) ▾  
 The most trusted white water rafting in Colorado since 1978, Echo Canyon crafts the perfect river rafting adventures for every age, group and ability.

**Competition ranking for the same set of keywords**

*White Water Rafting | Whitewater Denver Colorado | American ...*  
<https://www.americanwhitewater.com/white-water-rafting>  
 Home or destination, you'll find all you need to get out on Colorado's spectacular whitewater rafting. Explore rivers, rapids, and the beauty of Colorado. Learn More.

**Client's position on search results**

We proposed a new hierarchy for the website to organize the pages and distribute the equity coming from the homepage to the relevant pages. Here's what we did:



1. Initially, the white water rafting page was under the page for their adventure packages. We moved the page up to the second tier and created content that will include the key term.
2. We organized the pages under the adventure packages and made sure they are in the appropriate categories.
3. The content for the Why Choose Us page was transferred to the homepage to serve as one of the main USPs of the client.

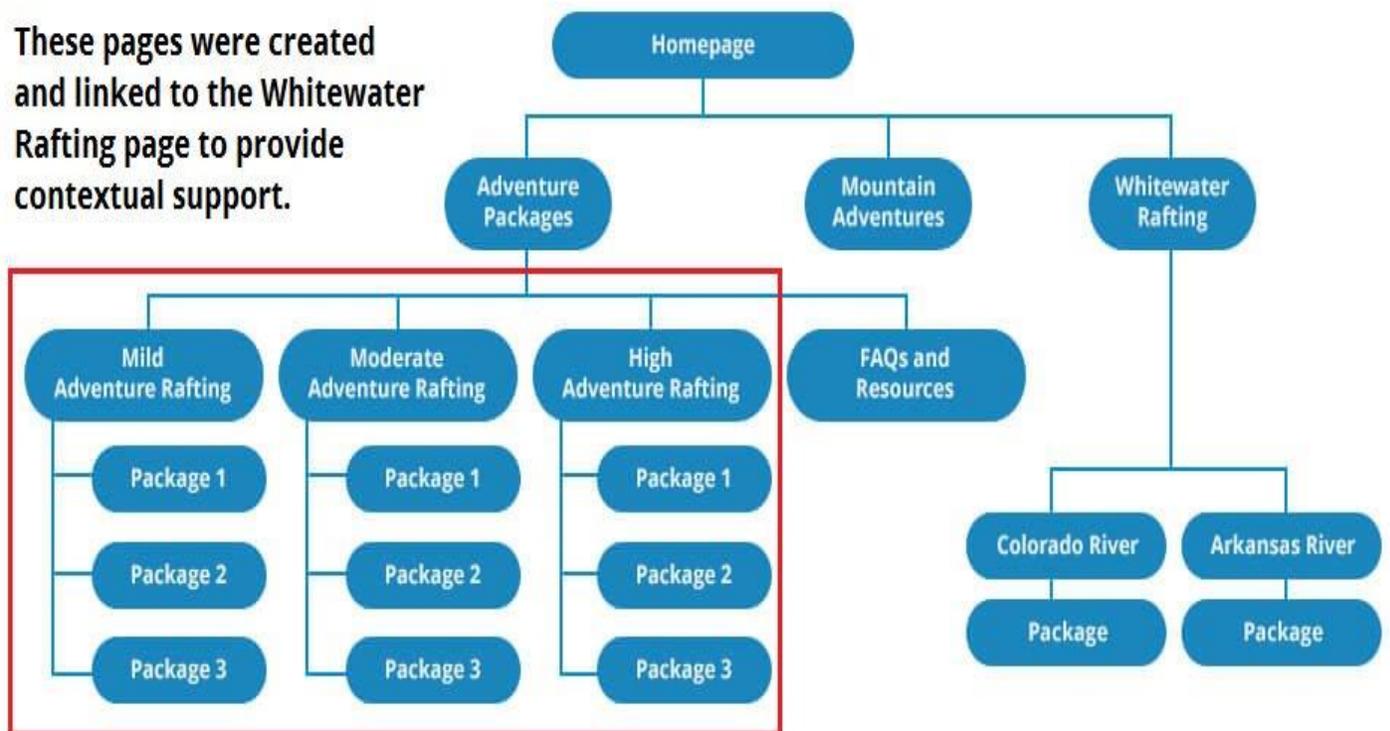
The new site structure allows the pages on the succeeding tiers to earn authority from the homepage, while organizing the pages to enable a more logical and contextual connection for each page's content.

## Solution 2: Linking inner pages

As most of the equity of the keywords lies on the homepage, the inner pages are being overshadowed and losing traffic from what's supposed to come from the target keywords of the website.

With the new site structure, we were able to address inner page linking so the homepage does not cannibalize all the rankings for the target keywords.

**These pages were created and linked to the Whitewater Rafting page to provide contextual support.**



Because we needed to get the white water rafting page ranking, we split the target keyword “white water rafting Colorado” between the homepage and the inner page. We used long-tail variations of the keyword on the homepage, while the exact matches of the keyword went on the inner page.

The new pages we created, as well as the existing pages that provide contextual support to the target term, were linked to the white water rafting page.

### **Solution 3: Improving website content**

The homepage has considerable amount of content, but it lacks quality content to support the unique selling proposition of the company. We didn’t want to affect the current

rankings of the website, so what we did is take some of the existing content from the homepage related to white water rafting and place it on the new white water rafting page.

Instead of having the homepage explain all the information about the client's services, we populated the new pages with content that are relevant to the intent of the keywords they are targeting. Some of the content on the inner pages were re-written to address keyword stuffing.

## After All That, Here's What We Got

After applying these solutions, we were able to:

**Increase the traffic to nearly 8,000** from the initial 2,500 monthly visitors the website is receiving, showing **a growth of almost 300%**.



**Over 800 keywords** of the clients from the initial 300 are now in the **top 5 positions**.



We were able to **rank 50 terms on positions 1 to 3**, including the main keyword targets of the client.

Engine	Search Term	Position	Tag Position
	adventure expeditions	1	🔍 1
	brown canyon rafting	3	🔍 3
	browns canyon rafting	3	🔍 3
	overnight rafting trips	3	🔍 3
	rafting browns canyon	3	🔍 3
	rafting royal gorge	3	🔍 2
	royal gorge rafting	3	🔍 2

## Conclusion

With increase in organic rankings, the client had less reliance on ad spend.

So, were we able to achieve the client's goals? **A big YES!** The strategy may appear simple — because it really is! It's all about finding the right opportunities on the website, looking for the pain points, and implementing the right methodology.