

Case Study: Airbnb

Airbnb Increases In Organic Traffic by +288%

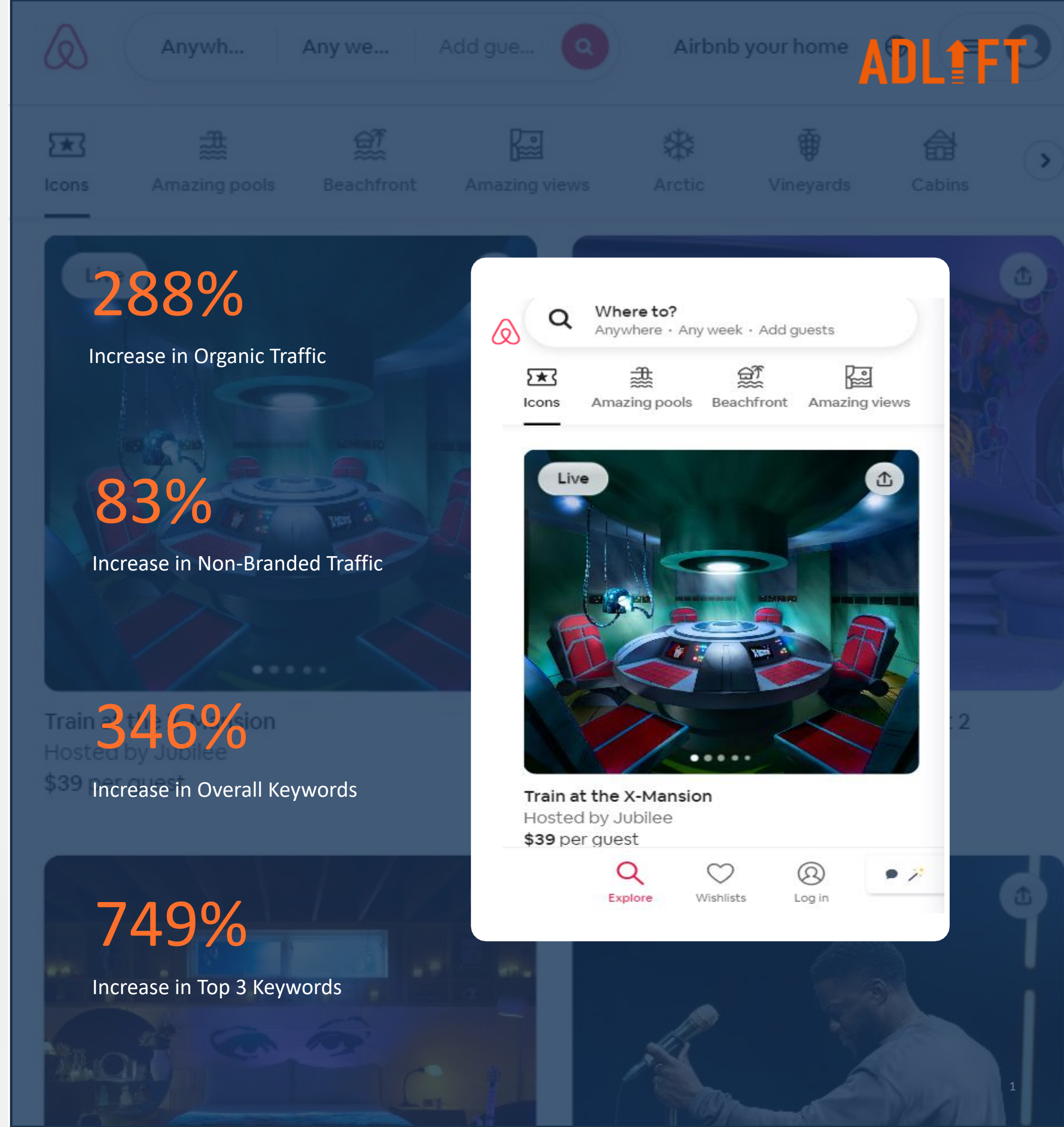
Objective:

To increase Airbnb's online visibility and organic traffic by optimizing website content, improving keyword rankings, and enhancing user experience, ultimately driving higher new user acquisition and engagement rates.

Insights:

Comprehensive keyword research across the website to improve search visibility, drive traffic, and increase engagement by focusing on relevant keywords and content marketing strategies.

Tools Used



288%

Increase in Organic Traffic

83%

Increase in Non-Branded Traffic

346%

Increase in Overall Keywords

749%

Increase in Top 3 Keywords