

Case Study: HOTELS BY DAY

HOTELS BY DAY Increases In SEO Traffic **15X**

Objective:

Aims to improve visibility, rankings, and user experience, driving organic traffic, credibility, and conversions while adapting to algorithm changes.

Insights:

- Optimized on-page and off-page SEO elements.
- Enhanced website usability.
- Produced high-quality and relevant content.
- Built authoritative backlinks.
- Encouraged audience engagement.

Tools Used



15X

Increase in Organic Traffic

239%

Increase in Top 3 Keywords

54%

Increase in Referring Domains

281%

Increase in Backlinks