



Rent a Car Company - Caravel. S.A.

Objectives

Caravel, Rent a Car Company with over 26 years of experience at their side ask from SEO.Goto.gr to take over search engine optimization in attempt to get top ranking on major search engines.

CARAVEL SA has approximately 150 cars of all classes: small, medium, large, automatic, convertibles, jeeps and mini busses. Company has a total of six branches all over Crete. Two branches are in the capital Heraklion, which is the commercial center of the island. There are two branches in the center of Stalis (or Stalida). Further company disposes of two huge garages equipped with the latest instruments for the proper maintenance of our cars. Twenty-five people are working in our company. Ten of them are technical personnel, 10 are salesmen and 5 are responsible for the delivery and picking up of the cars.

The main objective was to increase the volume of targeted traffic and to reach more online sales leads. Plus, the company wanted to increase the number of qualified users coming to the site, converting them to repeat customers and increasing sales per unique visitor.

The Program

To begin work, SEO.Goto.gr analyzed the company's services, noting services categories that weren't being promoted by the client or its competition. Working closely with the management team SEO.Goto.gr developed a thorough list of keywords.

Once those terms were categorized and sorted by priority SEO.Goto.gr start with on page optimization process. In this process SEO.Goto.gr technicians make and complete update of Title and Meta tags on all pages on the website.

With all this work completed, the site was ready for manual submissions. Link building campaign was carefully planned and implemented.

The Results

Competition for this client was very fierce because many big worldwide known companies with known brand names were after same keywords. Despite an increasingly competitive marketplace, Caravel has continued to increase its position in search engine results. Prior to the program implementation, Caravel had 3 top 10 positions and only 6 top 30. The company now boasts 25 top 10 positions and 96 top 30 positions.

For its primary (and most hotly contested) keyword combination, the company is on first Page on Google, AOL and MSN. Before SEO.Goto.gr campaign, the company was not in first 100 on any search engine. And now their statistics show 32% of the visitors find the website using this keyword combination.

Additionally, the company reports increased conversion rates, indicating that its traffic is better qualified. Caravel S.A. is still our client and we still maintain their top rankings and we work on new keywords in attempt to bring more targeted traffic on their site. Successful story continues.