

Case Study: Airbnb

Airbnb Increased Y/Y SEO Traffic by 43%

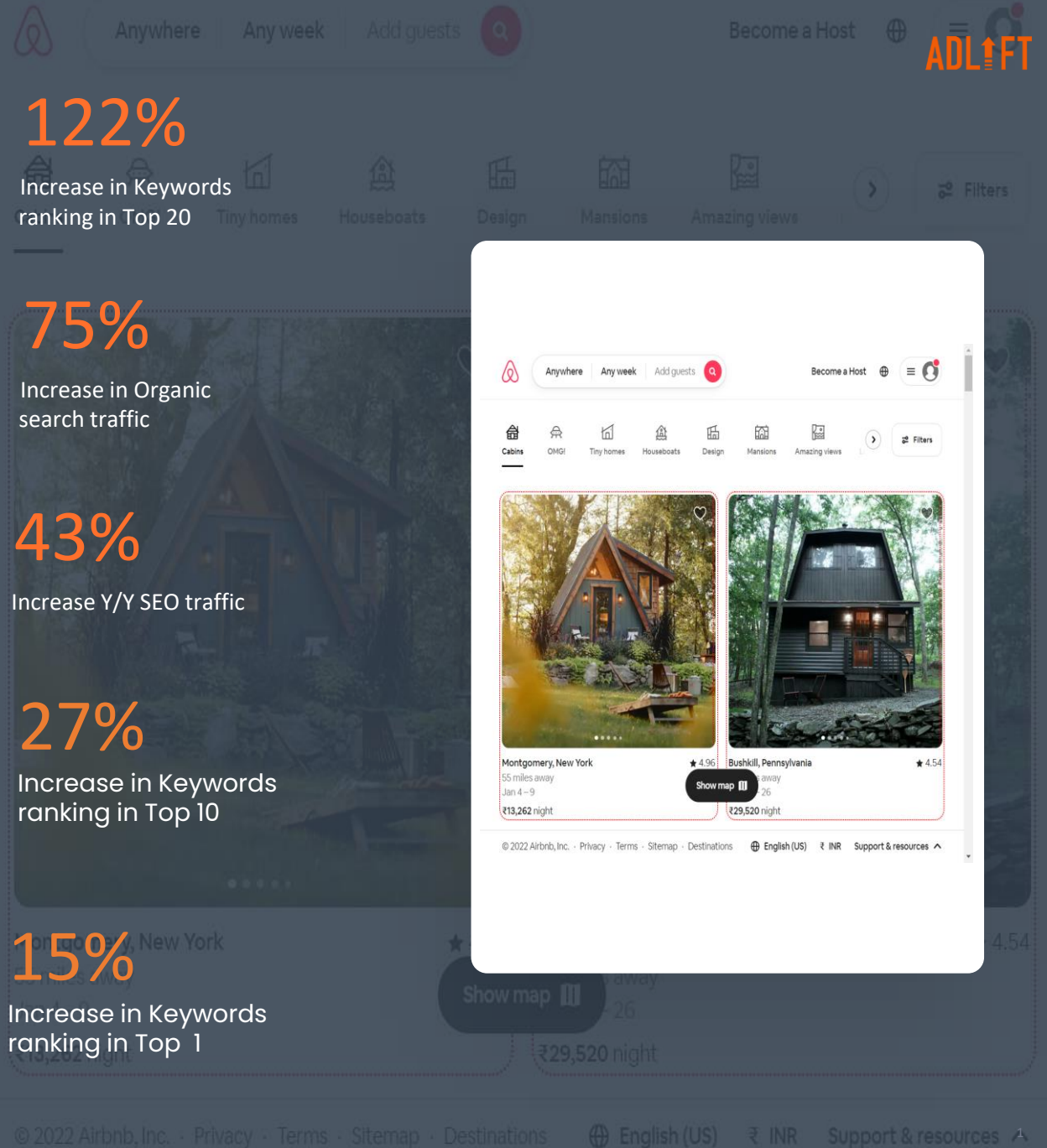
Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

Tools Used



122%

Increase in Keywords ranking in Top 20

75%

Increase in Organic search traffic

43%

Increase Y/Y SEO traffic

27%

Increase in Keywords ranking in Top 10

15%

Increase in Keywords ranking in Top 1