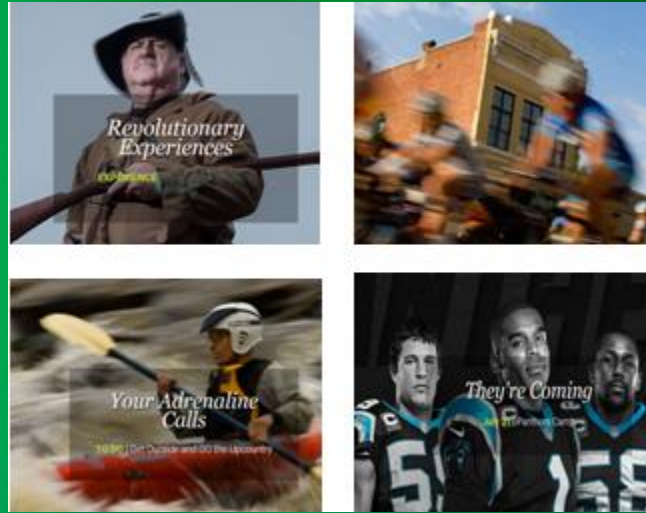


# Business Case Study

<http://www.visitspartanburg.com/>



## SEARCH ENGINE OPTIMIZATION

Market Data/ Trends & Innovation/ Benchmark/  
Best Practice/ User Experience



**VIDUSHI** Infotech

Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>

## The Background

**The Spartanburg Convention & Visitors Bureau (CVB)** - An official destination marketing organization for the City and County of Spartanburg, South Carolina. It is a single point of contact for convention and meeting planners, tournament and sports directors, etc. It receives accommodations tax and hospitality tax funds from Spartanburg County and local municipalities, managing the official tourism website for Spartanburg. In addition, keeps tourism industry partners updated on the latest in research trends and marketing programs.

**Our Mission:** To enhance the economic impact of tourism in Spartanburg County by increasing the length of stay and spending by travelers.



## Striving for Digital Presence and Brand Recognition

Software Solutions Provider Pvt. Ltd.

This project initiated with a complete Market Analysis which demonstrated a lack of search engine optimization (SEO) methodologies; witnessing low ranking for the targeted keywords in search engine result page.

On monitoring the website performance based on traffic, ranking & conversions, our expert initiated with SEO activities to improve their digital online presence; thereby generating leads & high qualified traffic.

## The Challenge

The Spartanburg Convention & Visitors Bureau (CVB) keywords didn't rank in Top 100 on Search Result for the entire targeted keyword phrases. Needless to say, they were very annoyed and doubtful about their ranking on Google. They wanted to rank high in the search engines, particularly Google. The ultimate goal was to outshine their competitors and achieve top ranking, gaining online presence and brand recognition. In addition, the lack of a focused keyword strategy prevented search engine spiders to crawl for content.

## Implementing Solution & Initial Change

Vidushi Infotech prepared a *Five-Step SEO Plan* to improve the digital presence of the website.

- ✚ **Step 1:** Optimize the website, exploring digital marketing channels
- ✚ **Step 2:** Content Analysis and Sitemap Analysis
- ✚ **Step 3:** Implement Link Earning Activity to increase site's link popularity
- ✚ **Step 4:** Integrate "Search Engine-Friendly" elements into the site
- ✚ **Step 5:** Map the targeted keywords to their respective landing page

Once all the site improvements were completed, we shifted our gears to reconstruct the landing page to be more conversation-driven.

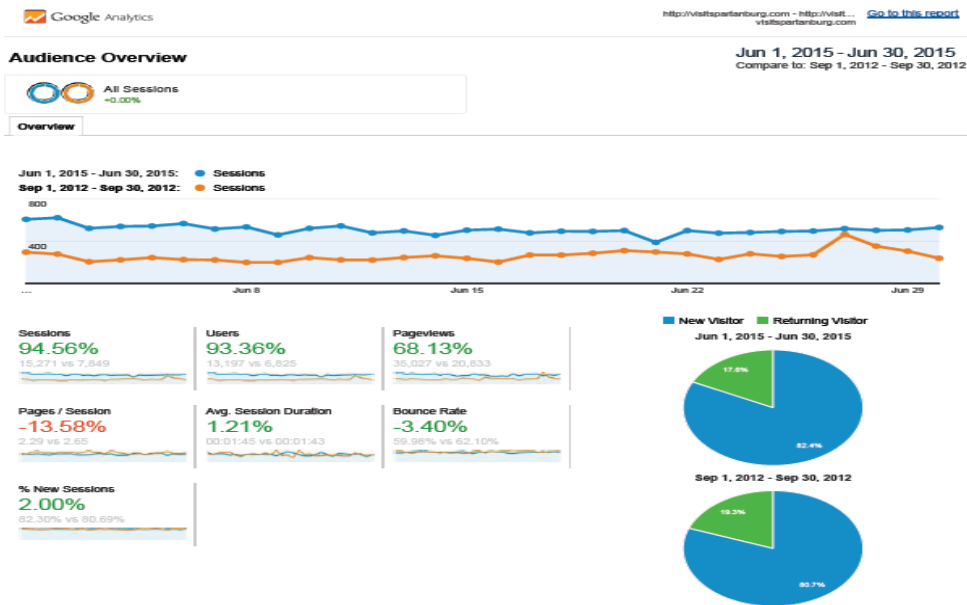
## Content Optimization Activities



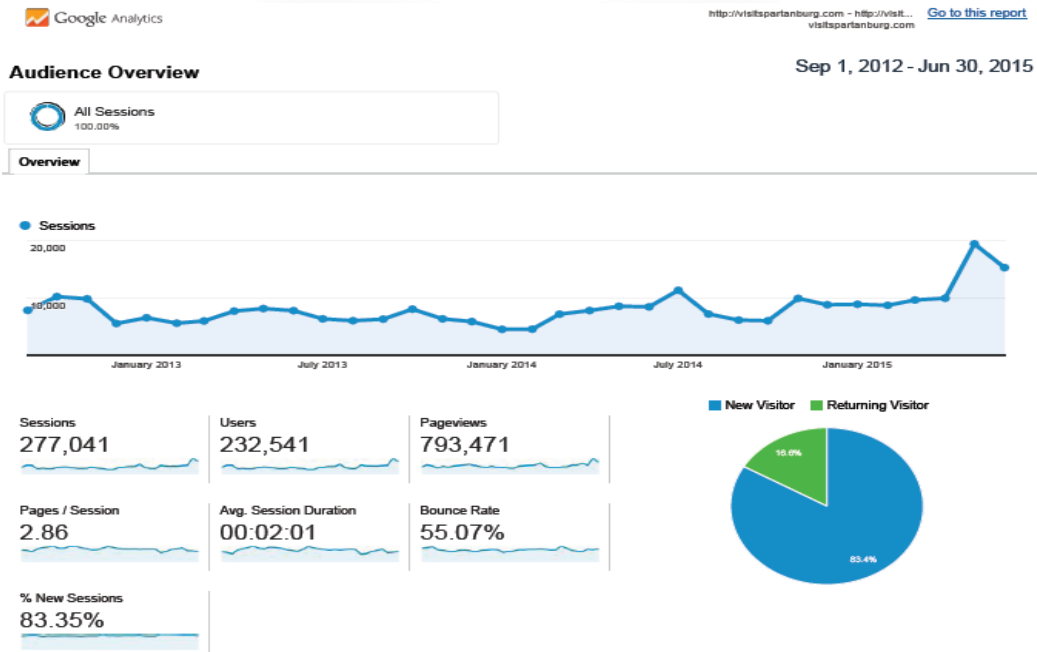
Traffic Generation

# Organic Traffic Improvement- Over the Last 2 Years

Over the last 2 year, the organic traffic has increased by 94.56%



# Overall Traffic Improvement- Over the Last 2 Years



## List of Targeted Keyword

Keywords	Ranking June 12	Ranking June 15
hotels in spartanburg	NTH	2
places to visit in sc	NTH	1
restaurants spartanburg	30	2
spartanburg bed and breakfasts	16	3
spartanburg sc	20	2
spartanburg sc shopping	NTH	3
spartanburg south carolina	10	1
spartanburg tourism	20	18
spartanburg travel	NTH	3
spartanburg vacation	50	9
things to do in spartanburg	35	3
where to stay in spartanburg	42	13

This project is still going on a smooth pace, creating milestone across all endeavour of work process. [Vidushi's SEO team is striving towards to achieve the next landmark in future.](#)

**INTERESTED in Giving Your Website a BOOST with IMPROVED USABILITY and CONVERSIONS RATE?**

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