



www.loutro.com

Overview

Loutro.com provides luxurious vacations to tourists wanting to enjoy the unique landscape of Crete, the largest of the Greek Islands. Primarily, the website matches tourist with hotels in the small Crete town of Loutro.

Client Goals

1. A page 1 Google ranking for 10 keywords.
2. A page 1 Yahoo and MSN ranking for 10 keywords.
3. Increase in web site traffic.

Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that loutro.com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed.

SEO Strategy

USA Web Solutions performed on-page optimization for the web site index page (home page) as well as its inner pages. The theme of each page was clearly defined using carefully selected keywords so that every section of the website was easy for search engines to identify.

An off-site link building campaign was also undertaken. As part of our link building strategy, we promoted the client's website on general directories as well as directories that were directly related to the services offered by the company (theme-based directories). In addition, we conducted a social media optimization campaign by writing and submitting articles to content

sharing websites (such as Digg.com), promoting the website's blog, creating and promoting RSS feeds, and submitting the website to social book marking sites.

Results

Total increase in traffic over a 6 month period: **1312 visitors**

Key Phrases	Google Ranking	Yahoo Ranking	MSN Ranking
loutro	2	1	1
crete loutro	3	1	1
crete hotel reservation	1	1	1
loutro hotels	6	1	1
hotels in loutro	7	1	1
loutro rooms	4	5	1
about loutro	2	1	1
loutro tourist guide	3	2	1
loutro beaches	1	3	1