

Case Study: Natural Search Engine Optimization



Goal:

- Secure first page ranking for the search term “tampa hotel”

Solution:

- We optimized the hotels Marriott.com property webpage for the keyword “tampa hotel”

Results:

- Achieved first page listing on all three major search engines

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gordon@revenueperformance.com

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The Renaissance Tampa International Airport offers first class amenities and services making us one of the best in Hotels Tampa FL and Tampa Bay Hotels.
marriott.com/property/propertypage.mi?marshaCode=TPAIM - 47k - Cached - Similar pa

A red arrow points to the search results area.

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The Renaissance Tampa International Airport offers first class amenities and services making us one of the best in H International Plaza. 4200 Jim Walter Blvd. Tampa, Florida 33607 ... Westshore business district, the Renaissance T
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Renaissance Tampa International airport, Tampa Hotel, Hotels Tampa FL ...

... the Department of Transportation has not yet listed our street address with most online websites. Though located in the heart of Tampa's Westshore business district, the Renais
marriott.com/property/propertypage/tpaim Cached page
 Show more results from "marriott.com".

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Case Study: Natural Search Engine Optimization



Goal:

- Increase reservations for our IKEA shopping package

Solution:

- We optimized the hotels Marriott.com property webpage for the keyword "IKEA Dallas"
- We also developed a relationship with IKEA and they agreed to bi-monthly press releases with splitting the cost

Results:


- IKEA Packages are averaging 15 – 20 reservations per month

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 [New Dallas-Plano Marriott](#) - press release for "Dallas Easter Brunch" Created [Summer Travel Packages](#) - a landing page for "IKEA shopping in Dallas" HYPERLINK "http

[IKEA | IKEA Frisco](#)
local store information for IKEA Frisco. ... Sunday: 9:30am - 6pm IKEA Frisco will only be closed Thanksgiving Day and Christmas Day ...
[www.ikea.com/.../servlet/IkeaNearYouView?storeId=12&langId=-1&catalogId=10101&StoreName=frisco](#) - 70k - [Cached](#) - [Similar pages](#)

[IKEA Frisco Dallas Home Decor Shopping Heaven](#)
Information about the new IKEA store in Frisco, Texas, near Dallas.
[dallas.about.com/od/bargains/qt/ikeafrisco.htm](#) - 23k - [Cached](#) - [Similar pages](#)

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[IKEA Dallas, IKEA Dallas Texas, Dallas getaway](#) 
If you're looking to plan the perfect Dallas getaway then you can't miss out on a stop to the newly opened IKEA Dallas Texas. The Marriott at Legacy Town ...
[marriott.com/property/abouthotel/recreation/dalpt?WT_Ref=mi_left](#) - 25k - [Cached](#) - [Similar pages](#)

[Marriott Dallas hotel, Marriott Plano Texas hotel, Marriott Legacy ...](#) 
Marriott Dallas hotel is located steps from the shops at Legacy Town Center. ... IKEA Store; The Woodhouse Day Spa; Dr. Pepper/7-Up Ballpark ...
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ikea dallas

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★ Were you looking for ['ikea' near Dallas, GA](#)

Web Results

Page 1 of 84,144 results containing **ikea dallas** (0.21 seconds)

[W6: Still No IKEA In Dallas](#)

Ikea still has not opened a store in **Dallas**. When they do, I'll strongly consider camping outside for three days. Especially if I get a free out of the deal - those are comfortable chairs

[w6daily.winn.com/001460.html](#) [Cached page](#)

[IKEA Dallas, IKEA Dallas Texas, Dallas getaway ...](#)

... getaway then you can't miss out on a stop to the newly opened **IKEA Dallas** Texas. The Marriott at Legacy Town Center provides the furniture store as well as a special **IKEA Dallas** ...

[marriott.com/property/abouthotel/recreation/dalpt?WT_Ref=mi_left](#) [Cached page](#)

[Marriott Dallas hotel, Marriott Plano Texas hotel, Marriott Legacy ...](#)

IKEA Shopping Package >> Spa Package in **Dallas** >> Rough Riders Baseball Package >> Spring Fashions with Sam Moon >> T& Home Package at **Dallas**/Plano Marriott At Legacy Town Center >> ...

[marriott.com/property/propertypage/DALPT](#) [Cached page](#)

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[Dutchman in Dallas: Coming Soon: IKEA !](#)

... the DFW area was the store in Houston, but come August, we'll only have to drive 25 miles from Downtown **Dallas**. A whole new world the flocks of furniture fans ... the world of **IKEA** ...

[dutchmanindallas.blogspot.com/2005/07/coming-soon-ikea.html](#) [Cached page](#)

[Dallas Business Journal: Ikea to open Frisco store - 2004-01-21](#)

Local **Ikea** fans have a reason to celebrate. The Swedish furniture retailer announced Wednesday it will build a store in Frisco -- its first Fort Worth area and second in the state.

[dallas.bizjournals.com/dallas/stories/2004/01/19/daily25.html](#) [Cached page](#) 4/13/2006