

Esplanade Apts Case Study



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Esplanade Apartments, located in Kalathas area, only 9 Km away from the city of Chania, Crete, is ideal for dream summer vacation.

Client: Esplanade Apartments, located in Kalathas area, only 9 Km away from the city of Chania, Crete, is ideal for dream summer vacation.

Challenge: Mr. Perakis was informed of SEO techniques and he had some Search Engine Marketing attempts, but he needed a lot more. We were told that he heard about Rankings accidentally and although he had a lot of reservations, after our presentation he decided to proceed. The time of response regarding the return of investment was narrow. We started last March and we had to manage not only in getting high rankings for Esplanade but to turn them in on line bookings in such a short time in the middle of a full summer season.

Solutions: Having completed our research we presented them the procedure's framework setting out priorities and respective actions to be made.

Results: Within four months we managed to effectively increase their website's traffic while the return on investment was quite satisfactory given that it was a hard task to achieve due to time limits. We keep on working on Esplanade and we are certain that the ROI will be more than amazing this year, given the results we have already achieved. As the Hotel Manager, Mr. Perakis say: "We are already satisfied from Rankings services and we undoubtedly recommend it in fact we have already done".

Rankings In Google.com

Keyword	Pos	Page
crete hotel greece	4	1
crete vacation	6	1
apartment in chania	7	1
chania accommodation	11	2
greece holiday	13	2
crete hotel	15	2
chania apartment	18	2
luxury hotel crete	19	2
beach holidays greece	21	3
greece resort	26	3
crete accommodation	30	3
chania vacation	35	4

Rankings In Google.gr

Keyword	Pos	Page
crete vacation	11	2
chania accommodation	18	2
apartment in chania	32	4

Rankings In MSN.com

Keyword	Pos	Page
chania studio	5	1
crete hotel greece	9	1
luxury hotel crete	22	3
beach holidays greece	26	3
chania vacation	31	4
crete accommodation	45	5

Rankings In Yahoo.com

Keyword	Pos	Page
apartment in chania	2	1
chania vacation	2	1
chania hotel	3	1
chania studio	3	1
crete vacation	4	1
chania accommodation	5	1
crete hotel	12	2
cheap hotel in greece	20	2
luxury hotel crete	21	3
crete accommodation	23	3
crete hotel greece	25	3
chania apartment	26	3
beach holidays greece	46	5

NOTE: The results might vary based on your area, ip address, and even personal setting of your computer.