

Case Study: Website Redesign

Segment

Vacation Condo Rental / Property Management

Key Outcomes

- Home Page traffic increased from 9500 to 11500 over one year period
- Nearly half of 18 targeted keywords currently rank on Page 1; 25% rank in top 3 positions

Focus

Restructure and update website design

Strategies Applied

- Website redesign
- Keyword research and optimization
- Backlink and citation strategy

Overview

A vacation property management company, in business since 1989, offers condominium rental along Seven Mile Beach of the Grand Cayman Islands. They contacted Foremost Media when their traffic suddenly declined significantly in 2013.

Foremost Media conducted an analysis of the website structure, its traffic history, and other SEO factors like backlink quality. We determined the website design was dated and the home page was link-heavy. In addition, we suspected a Panda update may have penalized the website for its lack of user-friendliness.

After a complete website redesign launched in November 2013, the client's traffic doubled compared to the previous year. By January 2015, traffic levels had returned to pre-penalty volume.

Sample Phrases

- Cayman Islands condo rentals
- Vacation rentals Grand Cayman
- Condos in Grand Cayman
- Seven Mile beach condos
- Caribbean beach resorts