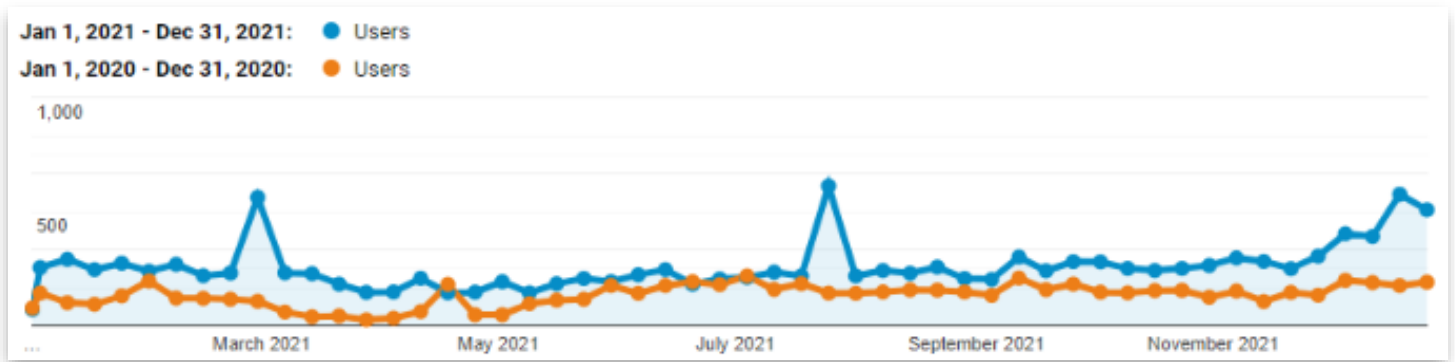


## Industry: Luxury Vacation Rentals



|           |   |         |                                    |
|-----------|---|---------|------------------------------------|
| Traffic   | ▲ | 126.63% | 11,157<br><i>vs 4,923 sessions</i> |
| Inquires  | ▲ | 86.96%  | 129<br><i>vs 69 inquires</i>       |
| New Users | ▲ | 134.83% | 9,020<br><i>vs 3,841 new users</i> |

After 11 months with SocialSEO, this client continues to thrive. With the busiest December in their history of the company, this client is among a top competitor in an industry that is dominated by major mobile apps like Airbnb and VRBO. The strategy for this client focused on continuous content to establish the company’s local presence and expertise in the service and area as well as honing in targeting, key tags, and content to boost relevancy.

