



## eBrandz Helps Kauai Vacation Rentals to page 1 from page 4 on Google



### eBrandz Appraisal:

"Steve happily states, "Overnight, the visits to my website increased 50%. With eBrandz' work and guidance, the site is back and running again. Because of the successful results outlined above, it has allowed me to hire eBrandz to expand the scope of their work on my websites, such as Social Media Marketing and Optimization."

- Steve Parquet, Founder of Kauai Vacation Resorts

**Client:** Kauai, Hawaii is nature's answer for a perfect getaway for those seeking a break from the mundane routine of life. Take your pick from the best of Kauai condos, Kauai cottages, or Kauai villas, Kauai Vacation Resorts for an exciting vacation with family or friends. Whether you are looking for adventure, fun, or peace Kauai Vacation Resorts assures quality time that refreshes you in every way.

**Challenge:** The website's rankings (all keywords) were stuck behind 4th page.. When our team analyzed the website, they realized that it was a Google penalty.

**Solution:** Firstly, we changed duplicate content. There were a lot of reciprocated links that did not relate to the industry. Some of them were low quality. We asked the client to clean the pages of all such irrelevant links. We then started building links through advanced techniques like article submission, press release submission, directory submission, blog posts links and more. In the meantime, since the website had cleaned pages, we requested Google to reconsider the website for deep crawl. A few months after the request was sent, Google reconsidered the website for deep crawl and that resulted into the improvement of some keywords. Constant efforts on link building and on-page optimization resulted in significant improvement in the rankings that eventually increased traffic.

**Results:** "During the first 4 months of implementing SEO, the KVR website showed significant search results on Yahoo and MSN/Bing with keyword positioning on pages shooting up to almost double. It took consistent efforts for about a year to push the website from page 4 to page 1 on Google. Steve happily states, "Overnight, the visits to my website increased 50%. With eBrandz' work and guidance, the site is back and running again. Because of the successful results outlined above, it has allowed me to hire eBrandz to expand the scope of their work on my websites, such as Social Media Marketing and Optimization"

