

How e-Intelligence Ensured  
Massive Traffic and Sales Boost  
For FRBO.com

May 2012

## FRBO.com Case Study



**Yet Another  
e-Intelligence Customer  
Success Story**

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# The Client: [www.frbo.com](http://www.frbo.com)



**FRBO.com**, *For Rent By Owner*, offers Vacation Rentals worldwide. The company aims to furnish a user-friendly search for rental homes for vacationers. Their website provides the listings and directories for new and featured vacation rentals online by individual owners. Their extensive online database of real estate properties contains mapped classified advertisements and vacation rental property indexes. They ensure significant savings for their clients as the individual owners bypass rental agencies and real estate companies.

# The Objective

**FRBO.com** realized that although online vacation lease properties database was a niche market, it was a very competitive space. With most of the decision-making happening online, FRBO.com recognized the urge for their website to be optimized, not only to attract higher traffic, but to also convert traffic in an optimum manner. Having browsed a number of digital marketing agencies, the company finally approached **e-Intelligence** to conduct their SEO campaign. e-Intelligence's prime objective throughout this assignment was to enhance their client's website impact and hence, conversions and generations by deploying an efficient optimization strategy.

# The Challenge

Quite often than not, relatively lesser saturated markets can also be very challenging. This is mainly due to the demographics behind them. FRBO.com was facing a similar situation when they contacted e-Intelligence for their assistance in optimizing their online initiatives. For e-Intelligence, building FRBO.com's online brand and driving the relevant web-traffic was a serious challenge.

The e-Intelligence team was faced with the following principle challenges:

- The FRBO.com website was lacking for quality back links and in number of pages indexed on major search engines.
- The web content was not optimized for its business related terms (keywords).
- The website was not ranking on major search engines at all for its targeted keywords. There were several million competing pages for many of the keywords they needed to target.
- Their website was not readily exposed to the search engine crawlers majorly due to the generic industry belief that online directory searches represent a dead-end.

# The e-Intelligence Solution

The e-Intelligence SEO experts had an immense task at hand, but they were all set to deliver. After hours researching the industry, the e-Intelligence team devised a comprehensive SEO strategy by applying ethical and white-hat techniques of Digital Marketing. Just like any other optimization campaign, they initiated the project with keyword research, analysis and selection. They focused on improving the overall authority and engagement of the FRBO.com website. This exercise helped towards raising their rankings for the select keywords. This was followed by attaining relevant links on various popular pages from other sites. The amount of incoming links to FRBO.com was also improved. The website content was then accordingly optimized making the pages more consistent with the targeted keywords. To avail the advantage of maximum conversions, the web content was re-designed to precisely convey the value of their proposition-mix to the visitors.

# The Results

FRBO.com experienced prominent results in converting more organic traffic and higher number of return visitors. Additionally, the site-restructure also confirmed increased level of visitor engagement. The overall optimization outcomes have been overwhelmingly conclusive and encouraging:

## 1. Enhanced Google Keywords Rankings

The following table shows the position of the website for its business related terms both pre and post implementation of the optimization strategy.

Keywords	(Initial) January 2011	(Latest) August 2011
For Rent by Owner	Not in top 100	Page 1
Homes for Rent by Owner	Not in top 100	Page 1
Rent by Owner	Not in top 100	Page 1
Rental Homes	Not in top 100	Page 2

## 2. Escalated Website Traffic

The below shown results confirm the website traffic growth for FRBO.com.

Date	Average Traffic Increase
(Initial) January 2009	500 Average Visits/day
(Latest) August 2011	9209 Average Visits/day

## 3. Greater Lead Conversion

The appropriate web content revisions resulted into higher conversions of visitors to potential customers as can be observed in the table below:

Date	Leads
(Initial) January 2009	614
(Latest) August 2011	9669

# About e-Intelligence

**e-Intelligence** is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

Are you looking for similar results for your website? Then [let's get started!](#)

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