

DIGITAL MARKETING CASE STUDY

VISITSAVANNAH.COM



Savannah, GA, is one of the top three tourism destinations in the USA. Their city's economy relies heavily on hotel rentals, restaurant visits, and revenue brought in as a direct result of people visiting every year. The Savannah Chamber of Commerce & Visitors Bureau is directly responsible for marketing efforts to bring those tourists into the city.

THE PROBLEM

After a website change, VisitSavannah.com saw heavy losses in SEO Ranking. To make things worse, a local company's tourism website was outranking their city's official website and was stealing their progress and, more importantly, the data that showed they were fulfilling their mission. Their current digital marketing agency was falling short on their goals, and they needed to adjust course.

THE PATH

We won their RFP because we recognized a way to leverage their limited budget and get a geometric return by propping up and enabling their already talented team of marketers. Here's what we proposed:

INHOUSE SEO TRAINING & COACHING
ON PAGE SEO
OFF PAGE SEO
SCHEMA MARKUP & STRUCTURED DATA

212% INCREASE IN TOP 3 POSITIONS

THE RESULTS

Within six months, we were able to help VisitSavannah.com claim their #1 position for keywords directly related to their mission and push down their private competitor. We helped them see a 145% increase in Top 3 rankings, a 146% increase in first page rankings, and a 147% increase in total rankings. As of June 2021, VisitSavannah.com has seen a top three rankings increase of 212% and a first-page ranking improvement of 181%.

"Visit Savannah has been working with Rook Digital as our SEO for three years. They have turned our organic search traffic from a concern to one of our strongest traffic drivers. They have gotten to know and understand our business, have empowered our team with training and are always looking for ways to optimize our performance. We've seen an increase in our KPIs across the board – including a 79% increase in organic search traffic. Hiring Rook Digital for our SEO is one of the best business decisions we've made in the past few years."

-Jeremy Harvey, VP

ROOK DIGITAL
A DIGITAL MARKETING AGENCY
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