

Car Hire Brisbane, Queensland & Gold Coast - Car Rental Services Got2go - Mozilla Firefox

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Pick Up or Delivery

Pick Up: I'll pick up my rental car from the location below.

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Pick Up

Location
-- Select Location --

Date
Click Calendar to Select

Time
7:30a.m.


Here's how to get your Rental Car direct from the Airport....

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Our discount budget car rental includes:

<ul style="list-style-type: none"> ✓ UNLIMITED kilometres* ✓ NO HIDDEN EXTRAS ✓ Basic Insurance ✓ GST & Stamp Duty ✓ 24 Hour Roadside Assistance 	<ul style="list-style-type: none"> ✓ Cheap Car Hire for Brisbane, Gold Coast, Sunshine Coast, Surfers Paradise and South East Queensland ✓ Vehicles include Toyota Yaris, Nissan Tiida, Toyota Camry, Toyota Aurion sedan, Avenir 7-seater and Kia
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Case Study

www.got2go.com.au

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Client Details

Website: www.got2go.com.au

Theme: Car Rental Company

Profile:

Got2Go Car Hire is the leading car hire company based in Australia. *Got2Go Car Hire* has established an excellent reputation and is the most preferred car rental company in New Zealand. Their services are expanded to major cities in Australia and New Zealand such as Brisbane, Gold Coast, Surfers Paradise, Coolangatta or the Sunshine Coast. *Got2Go Car Hire* was established in 2003 by the CEO, Dean Carey, who has had well over 20 years experience in the Car Rental Industry.

Requirement

- ▲ Increase in demand of Got 2 go services.
- ▲ Site Optimisation to gain top rankings in the major search engine
- ▲ Increase organic traffic targeting keyword
- ▲ Reduce the Pay Per Click campaign spend in Google Adword.
- ▲ Increase the number of visitors to the website
- ▲ Improve the quality and quantity of organic traffic.

Solutions Offered:

- ▲ SEO
- ▲ Social Media Marketing
- ▲ Pay Per Click Services

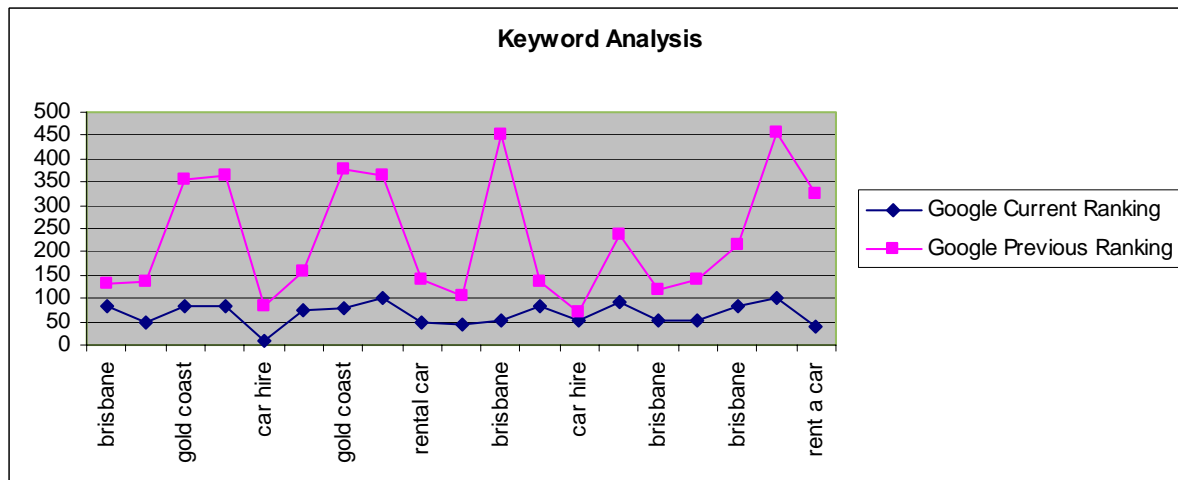
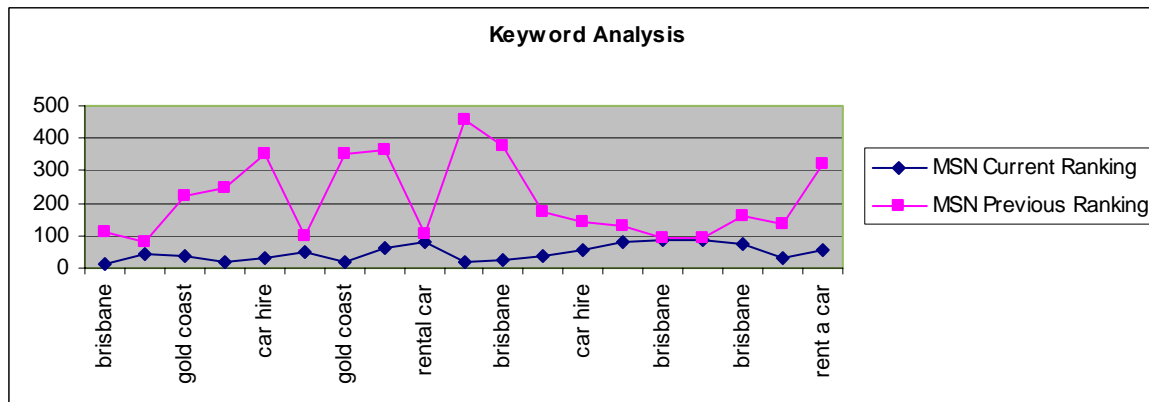
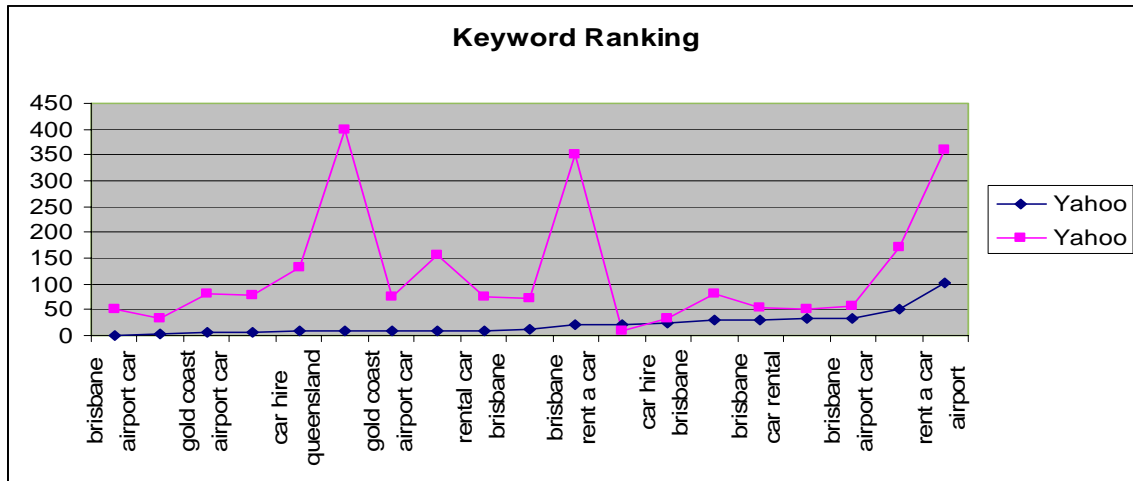
What we Achieved

2.1 Initial and Current Ranking

Keywords	Yahoo	MSN	Google	Yahoo	MSN	Google
brisbane airport car hire	1	14	82	50	113	130
brisbane car hire	3	45	50	33	82	134
gold coast airport car hire	6	37	82	81	220	Not in 300
gold coast airport car rental	7	16	82	78	250	Not in 300
car hire queensland	8	30	8	133	Not in 300	85
brisbane rental cars	9	50	73	Not in 300	98	157
gold coast airport car rentals	9	16	81	74	354	Not in 300
gold coast car hire	10	62	102	156	367	Not in 300
rental car brisbane	10	79	50	76	104	139
rent car brisbane	11	20	45	73	456	107
brisbane rent a car	20	24	54	Not in 300	Not in 300	Not in 300
cheap car hire brisbane	22	37	84	10	175	138
car hire brisbane	23	53	51	32	145	70
car rental brisbane airport	30	80	91	82	132	239
brisbane car rental	31	87	52	54	91	118
brisbane car rentals	32	85	51	51	90	142
brisbane airport car rental	34	71	82	56	158	213
gold coast car rental	50	30	101	170	136	Not in 300
rent a car airport	101	53	41	Not in 300	Not in 300	Not in 300

2.2 Google Ranking

The following graphs show the initial and current rankings for few of the important keywords.



2.3 Traffic

There has been an increase in the overall organic traffic to the site. The organic traffic to the site grew by over 400% in the course of six months



2.4 Local & Global Traffic Increment

Keywords	Competetion	Local Traffic	Global Traffic
brisbane airport car hire	131000	5400	5400
brisbane airport car rental	115000	3600	3600
brisbane car hire	923000	27100	33100
brisbane car rental	538000	18100	27100
brisbane car rentals	1110000	5400	9900
brisbane rent a car	694000	1600	2400
brisbane rental cars	507000	1900	4400
car hire brisbane	337000	27100	33100
car hire queensland	296000	2400	3600
car rental brisbane airport	115000	3600	3600
car rentals gold coast	467000	4400	6600
cheap car hire brisbane	776000	2400	1900
gold coast airport car hire	117000	2900	1600
gold coast airport car rental	51300	1300	1000
gold coast airport car rentals	64900	480	320
gold coast car hire	303000	14800	14800
gold coast car rental	127000	9900	12100
rent a car airport	581000	2400	60500
rent car brisbane	5690000	2400	3600
rental car brisbane	441000	18100	27100

2.4 Social Media Campaign Outcome

Five months after launch:

- ▲ The online discussion of Canvas Dezign products surged by more than 400%
- ▲ More than 5,000 people connected to the network/profile on Facebook, MySpace, and other media

Mosaic Approach

3. 1. SEO Strategy:

- ▲ Extensive on-site SEO to improve brand, generic and longer tail search engine results.
- ▲ Improvement of key landing pages, URL rewrites and site structure optimization.
- ▲ Extensive competitor link analysis.
- ▲ Submission on Articles, press Releases, E-book and blogs in major Travel Directories.
- ▲ Extensive content creation strategy.
- ▲ Extensive link building strategy.
- ▲ RSS feed on the site to ensure that content was being syndicated. It also kept the crawlers updated on the changes made on the site.
- ▲ Anchor optimization and interlinking
- ▲ Image optimization
- ▲ Meta tags focused on users as well as search engines.
- ▲ Long tail keyword targeting
- ▲ XML and HTML sitemap
- ▲ Landing/browsing pages to target wide range of major keywords

3.2. Link Building Strategy

- ▲ Competitor back links analysis to locate quality links
- ▲ Robust link building campaign which was keyword driven
- ▲ Incorporated long tail keyword strategy optimization



3.3 Traffic Strategy



3.5. Social Media Optimization



Referral and unique visitors are very important in case you are looking for relevant traffic. Our SMO campaign for the site focused on promoting the products/brand in the networks. Just to have an insight, we followed these strategies:

- ▲ Business/individual profiles were created on all top level bookmarking, networking, profile domains and then they were optimized/promoted as per the business needs.
- ▲ Online Video Promotion
- ▲ Online Image Promotion
- ▲ Other Web 2.0 promotion like press releases, blogs, RSS, bookmarking, forum, bookmarking, etc