

## Case Study: AuroIN SEO for Kanantik.com

### About Kanantik:

Kanantik Reef and Jungle Resort is an all-inclusive eco-sensitive resort on the southern coast of Belize. It was founded by the renowned wildlife photographer Roberto Fabbri, who is currently the managing director and owner of Kanantik Reef and Jungle Resort.

Roberto's enthusiasm in looking for more and more effective ways to help his business succeed led to Kanantik's alliance with AuroIN and the beginning of their SEO Campaign.

### Identifying Issues:

The first task in hand was to pin point on the issues on the client website and plan the consequent steps accordingly. Following issues were observed:

1. Most of their keywords were NOT featuring them even in the top 100 search results for Google, Yahoo or Bing.
2. Link popularity was very low.
3. The organic traffic for their site comprised of very few visitors.

This was an opportunity for AuroIN to work on the site and implement the SEO plans gradually.

### Actions Taken by AuroIN SEO team:

1. Extensive Keyword research was done and a set of keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly, the probability to get high search engine ranking.
2. Resources were allocated for each keyword. AuroIN team allocated on-page as well as off-page factors in the best way required for Kanantik.
3. Initiated and expanded link building for kanantik.com.
4. Optimized the link popularity campaign with authority links with an intention to boost the search engine ranking and organic traffic.

5. Evaluated **77** different SEO factors that had a direct and/or indirect impact on the search engine ranking. The kanantik.com team was extremely supportive to implement all the changes in a timely manner.

## Results Achieved:

1. Link popularity has increased substantially.

Link Popularity Analysis Report		
Date	Link Popularity	Remark
19 <sup>th</sup> March 2009	557	Starting Day for Link Building
10 <sup>th</sup> Sept 2009	1411	Current Position

2. Now the site has numerous keywords for which it ranks high in Google, Yahoo and Bing.

Search Engine Ranking for Targeted Keywords		
Google		
Keyword	19 <sup>th</sup> March 2009	Position 10 <sup>th</sup> Sept 2009
Belize Wedding	5	4
Belize Diving	Nil	8
Belize Scuba	Nil	7
Belize Vacation	20	3
Belize Hotel	Nil	7
Belize Adventure	Nil	9
Bing		
Keyword	19 <sup>th</sup> March 2009	Position 10 <sup>th</sup> Sept 2009
Belize Wedding	4	3
Belize Diving	Nil	33
Belize Scuba	Nil	12
Belize Vacation	60	31
Belize Hotel	Nil	Nil
Belize Adventure	Nil	20
Yahoo		
Keyword	19 <sup>th</sup> March 2009	Position 10 <sup>th</sup> Sept 2009
Belize Wedding	10	4
Belize Diving	98	18
Belize Scuba	26	8
Belize Vacation	38	27
Belize Hotel	Nil	21
Belize Adventure	Nil	15

3. Finally, the SEO traffic has shown prominent signs of improvement. Kanantik's organic (Search engine generated) traffic volume for the month of Sept '09 (Aug 11 – Sept 10) alone was 4,490.

The concerted efforts by AuroIN and Kanantik combined with AuroIN's ever-growing knowledge base and its effective implementation has taken the client site Kanantik.com and, along with it, the client's business to new peaks of success.