

# How RealTech Grew the Business of 20+ Clients with WriterArmy



MARKETING AGENCY

Learn how travel marketing agency RealTech Services provides soaring numbers of traffic and bookings to its clients with concise and research-oriented content from WriterArmy

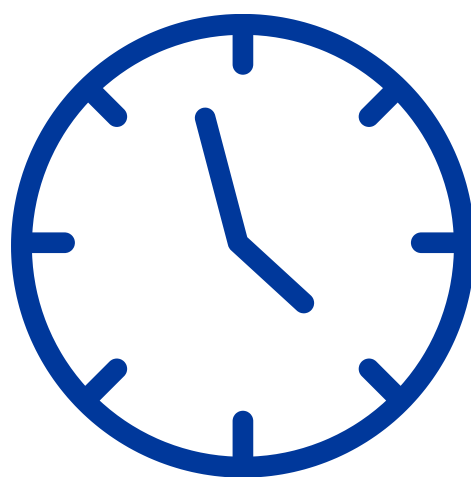


Helping to get clients like Annamaria.com

**From 41k to 164K unique visitors in 6 months**

And increasing its average visit duration

**From 05:59 to 12:19 in the same period of time**



## About RealTech Services

RealTech is a travel marketing agency providing technology and marketing solutions for vacation rental managers in the U.S. and Canada.

**Industry**  
Marketing

**Size**  
11-50 employees

**Location**  
United States

**Hired Services**  
Inbound content strategy; SEO content creation

# The Challenge

In Q2 of 2017, RealTech knew the demand for genuine information to steer travel experiences was a constant among its clients. However, long-term in-house content development was exhausting for the company. They needed a sustainable, high-quality SEO content solution.

## The Solution WriterArmy

A comprehensive and full inbound content strategy, including...

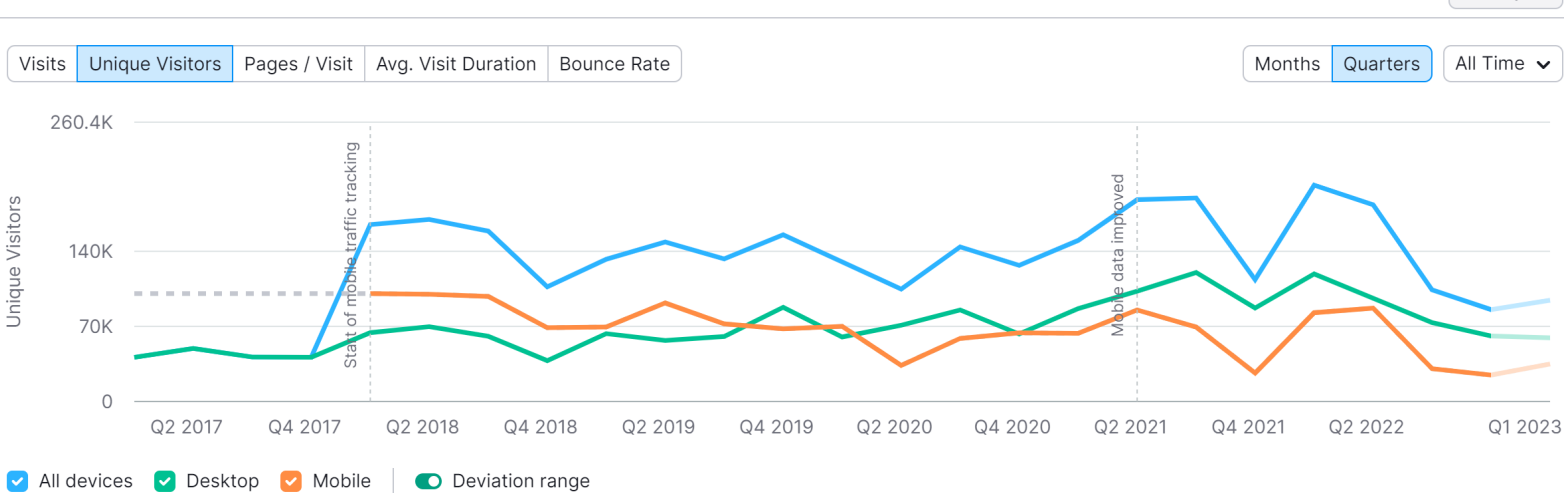
SEO optimized blogs

Strongly-voiced landing pages

Steady schedule

# The Results

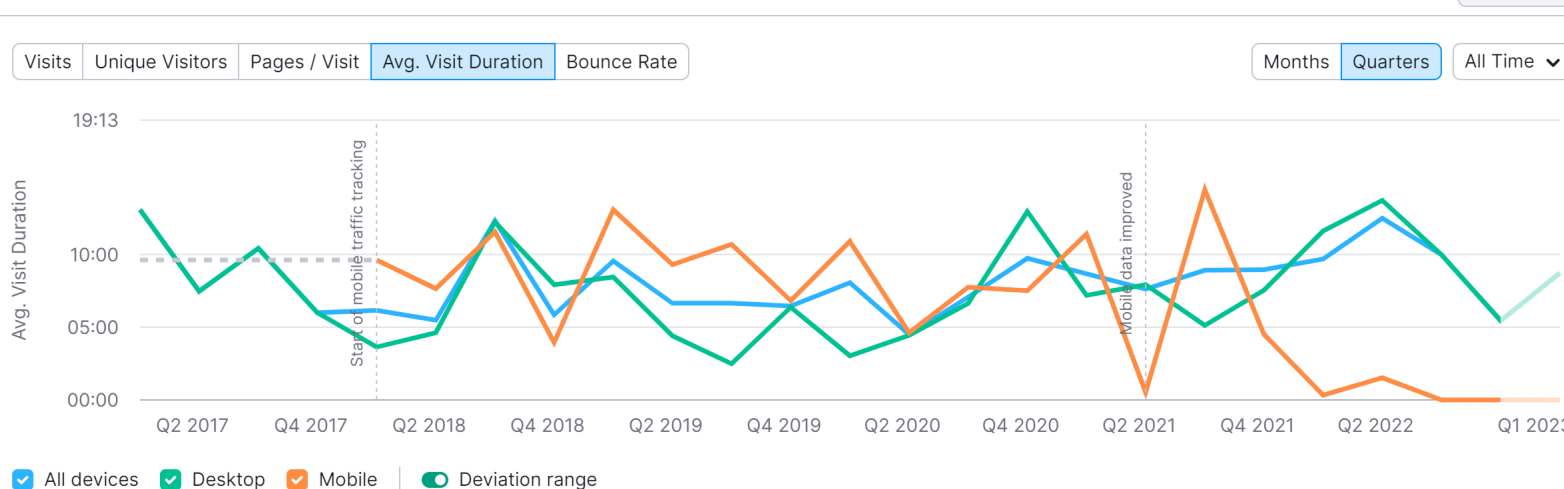
Trend by Device



Q4, 2017 - 41K  
Q1, 2018 - 164K

Unique Visitors: The number of distinct individuals who have visited a website at least once in a given period of time.

Trend by Device

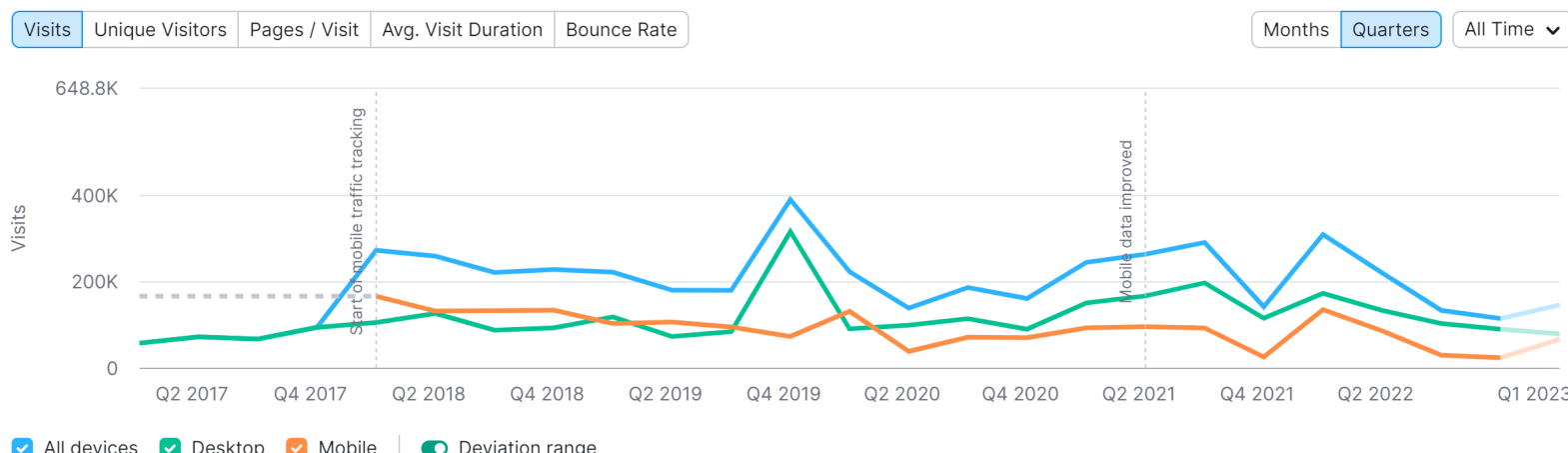


Q4, 2017 - 05:59  
Q3, 2018 - 12:19

Average Visit Duration: The average amount of time an individual spends on a website during a visit.

Trend by Device ▾

Export



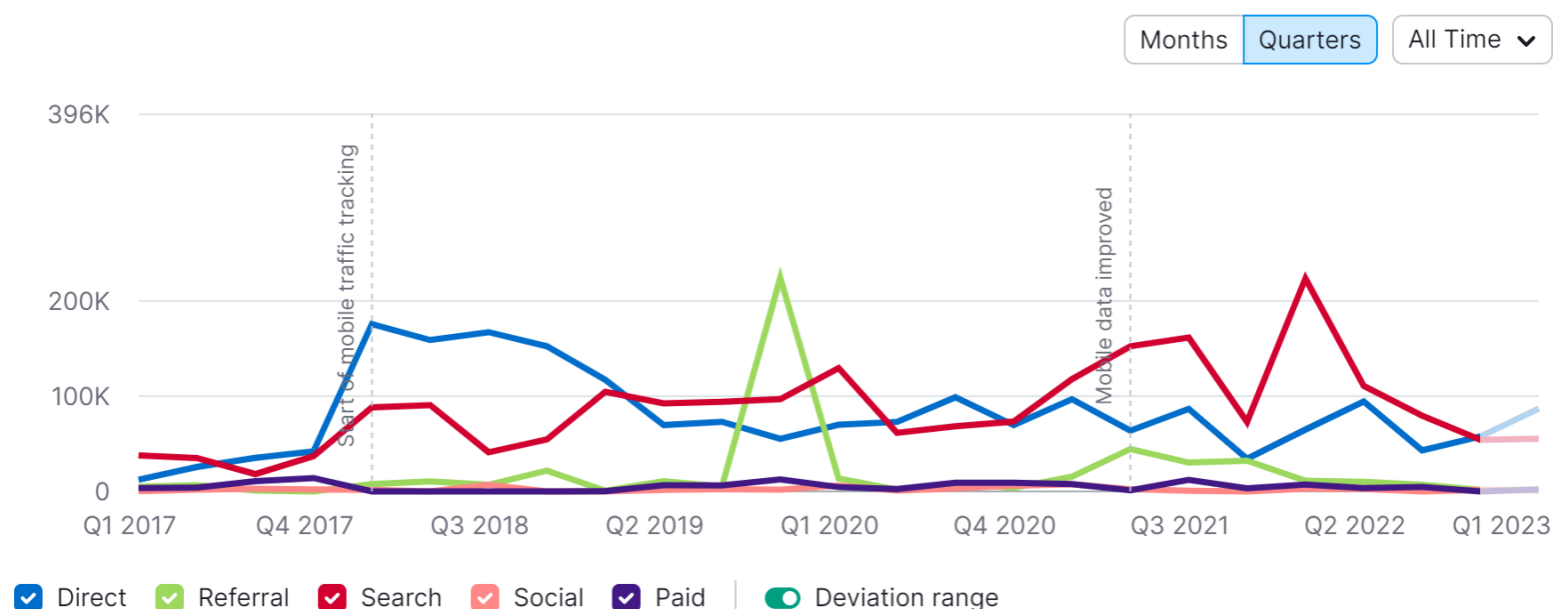
Q4, 2017 - 95K  
Q1, 2018 - 273K

Visits: The total number of times an individual visits your website in a given period of time.

Traffic Sources by Type ▾

Export

All devices



Direct Q4, 2017 - 42K  
Q1, 2018 - 175K

Search Q4, 2017 - 37K  
Q1, 2018 - 88K

Direct traffic: traffic to a domain via URLs entered in a browser's search bar, saved bookmarks, or links from outside a browser.

Search traffic: traffic to a domain directly from a search engine such as Google.

With a steady flow of SEO-optimized blogs and landing pages, RealTech's clients like Annamaria.com experienced a soar in their traffic and engagement metrics, resulting in **higher brand awareness and conversion rates**.

For RealTech Services this new approach to their content operations not only meant higher **customer satisfaction rates** but also the dissolution of unnecessary bottlenecks that compromised their scalability.

With WriterArmy ensuring a constant flow of research-oriented content, the RealTech team was able to focus on other important areas of their business, **accelerating its growth**.

"RealTech's marketing team has always been great about communication and answering any questions I have. The results have been really good and we are getting more and more organic growth from our website. We have moved up significantly in the Google search results pages after a few months."

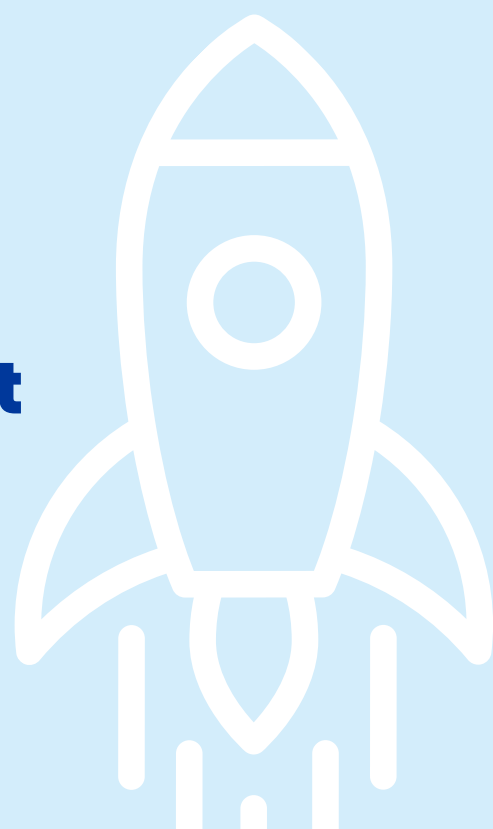
**Keren Ten Haaf, Lizzie Lu's Island Retreat**



Currently, WriterArmy still supplies content for upwards of 40 different vacation platform providers through RealTech, proving that a consistent and quality voice is essential to remaining ahead of Google search rankings and dominating the local industry.

If you're still curious about the quality of service we deliver, you can read all of RealTechServices' customer reviews [here](#).

Visit our [website](#) to learn how **SEO scalable content** can help you, too.



Seattle office address:  
2226 Eastlake Ave E. Seattle WA 98102

Phoenix office address:  
221 E Indianola Ave, Phoenix, AZ 85012

24/7 Email Support: [support@writerarmy.com](mailto:support@writerarmy.com)