

# How **SEOArmy** Helped **AnnaMaria.com** Reach 28K Ranking Keywords and Dominate the Vacation Rental Market



CASE STUDY: VACATION RENTAL SEO SUCCESS STORY

Learn how **SEOArmy** helped **AnnaMaria.com**, a leading vacation rental company on Anna Maria Island, grow from 0 to 28K ranking keywords by publishing a consistent stream of SEO-optimized content from 2016 to 2024. Through targeted SEO efforts, **AnnaMaria.com** became a local leader in vacation rentals, driving significant organic traffic and capturing the top spot in a competitive market.



## From 0 to 28K Ranking Keywords Over 8 Years

Thanks to **SEOArmy**'s strategic and consistent content publishing, **AnnaMaria.com** grew its organic search presence exponentially, reaching 28,000 ranking keywords and securing its place as a top destination for vacation rentals on Anna Maria Island. This growth transformed them into a local market leader, dramatically increasing their visibility and bookings.

## ABOUT ANNAMARIA.COM

**AnnaMaria.com** is a vacation rental company that specializes in offering luxurious beachfront homes and vacation properties on Anna Maria Island, Florida. Despite the company's premium offerings, they struggled to build an online presence and attract organic traffic before partnering with **SEOArmy**.



**INDUSTRY**

Vacation Rentals



**SIZE**

51-200 employees



**LOCATION**

Anna Maria Island, Florida



**HIRED SERVICES**

SEO content creation, blog publishing strategy

And increasing its average visit duration

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



# THE CHALLENGE

Before SEOArmy, AnnaMaria.com had no significant ranking keywords and minimal organic traffic. Although the company provided premium vacation rental services, their online presence was nearly invisible, making it difficult to compete with other vacation rental platforms. They needed a comprehensive SEO strategy to build authority, attract visitors, and increase direct bookings.

With an already competitive local market, AnnaMaria.com required a sustainable content strategy that could deliver long-term results and help them gain visibility for search terms related to vacation rentals on Anna Maria Island.

## THE SOLUTION



SEOArmy developed a long-term, content-driven SEO strategy for AnnaMaria.com, designed to drive organic traffic and keyword growth.

## THE STRATEGY INCLUDED



Consistent SEO-Optimized Blog Publishing



Keyword Research & Optimization



Local SEO Focus

By leveraging this content strategy over the years, AnnaMaria.com built a strong, authoritative presence in search results for key vacation rental queries.

# THE RESULTS

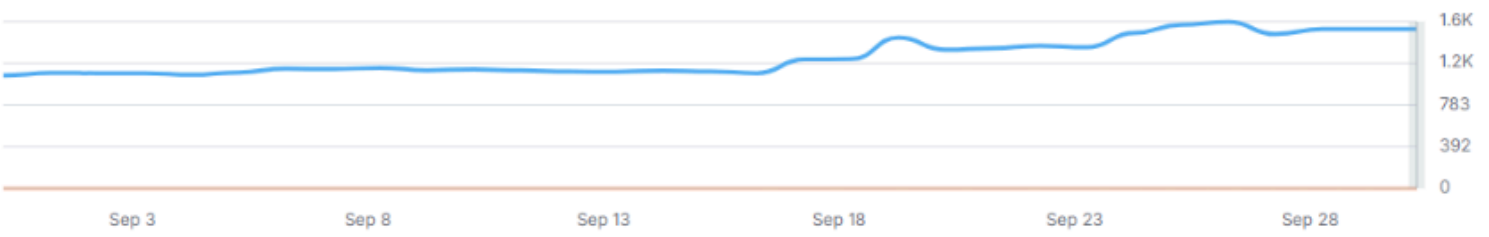
With SEOArmy's consistent SEO content efforts, AnnaMaria.com saw extraordinary results

1M 6M 1Y 2Y All time

Days Months Export

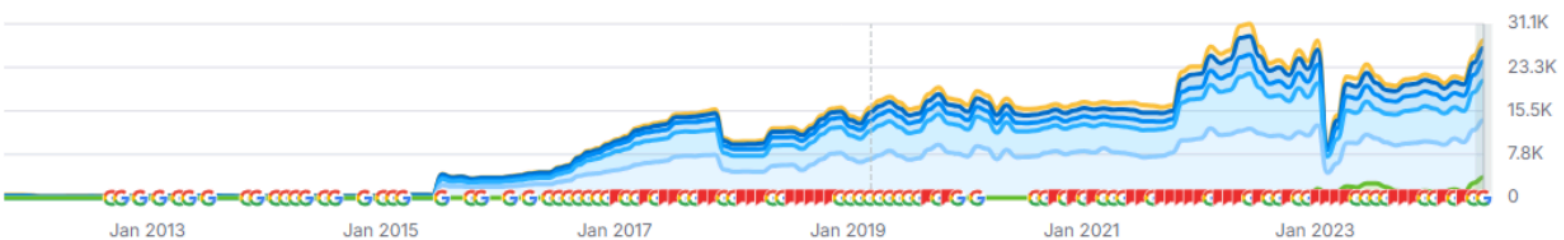
Organic Traffic 1,497/month

Organic Traffic  Paid Traffic  Notes



Organic Keywords 28,126

Top 3  4-10  11-20  21-50  51-100  SERP Features



### RANKING KEYWORDS

Initial: 0  
In 2024: 28,000 ranking keywords



### ORGANIC TRAFFIC

The steady increase in content helped AnnaMaria.com significantly boost its organic traffic, becoming a go-to platform for vacation rentals in the region

By 2024, AnnaMaria.com had transformed from a relatively unknown platform to the leading vacation rental company on Anna Maria Island, largely due to its strong organic search presence.

# BREAKING THROUGH THE COMPETITION AND BECOMING A LOCAL LEADER

BEFORE SEOARMY'S INVOLVEMENT, ANNAMARIA.COM FACED INTENSE COMPETITION FROM NATIONAL VACATION RENTAL PLATFORMS AND OTHER LOCAL OPERATORS. BY PUBLISHING 8-16 SEO-OPTIMIZED BLOGS PER MONTH, THE COMPANY WAS ABLE TO

- Build a top-of-funnel presence by targeting vacationers during the early stages of their search, offering valuable content such as vacation guides, travel tips, and information about the island.
- Rank for high-intent keywords, allowing them to capture organic traffic for vacation rental searches directly related to Anna Maria Island.
- Solidify their reputation as the local leader in vacation rentals, resulting in increased direct bookings and brand recognition.

## REAL RESULTS FROM SEOARMY'S SEO CAMPAIGN FOR ANNAMARIA.COM

### RANKING KEYWORDS

Initial: 0  
In 2024: 28,000 ranking keywords

### CONSISTENT BLOG PUBLISHING

From 2016 to 2024, SEOArmy published 8-16 blogs per month for AnnaMaria.com, helping them build an extensive content library that catered to vacationers' needs.

Through this strategy, AnnaMaria.com not only grew its organic traffic but also secured its place as the most trusted and visible platform for vacation rentals on Anna Maria Island.

## THE POWER OF CONSISTENT, SEO-OPTIMIZED CONTENT FOR LOCAL BUSINESSES

SEOArmy's long-term, high-volume SEO content strategy played a key role in helping AnnaMaria.com achieve local leadership in the vacation rental market. By focusing on consistent blog publishing and targeting high-value, local keywords, SEOArmy helped AnnaMaria.com capture the organic traffic necessary to grow their business and drive more bookings.

**Interested in seeing how SEOArmy can help your business grow through targeted SEO content?**

Visit our [website](#) to learn how scalable, SEO-driven content can help you dominate your market.



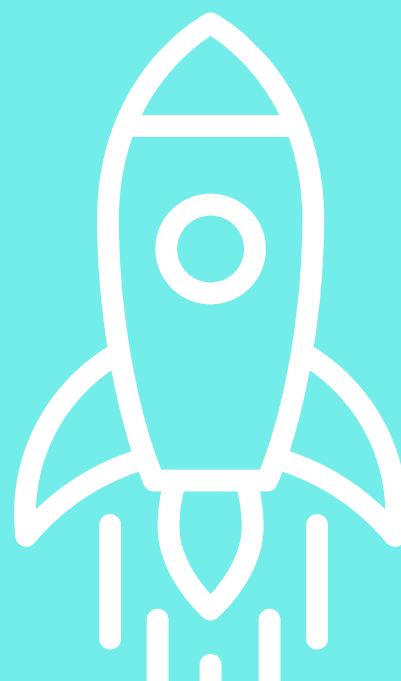
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