

CASE STUDY: SEARCH ENGINE OPTIMIZATION

Arlington CVB



SITUATION

Arlington Convention and Visitors Bureau (CVB) is the official destination marketing organization (DMO) for Arlington, Texas. Once known as the nation's gambling destination, today, Arlington is home to a number of notable family attractions. In 2012, Arlington CVB redesigned and launched their website over a span of eight months, changing domains in the process. This posed many challenges for search engines and visitors, resulting in a negative impact on overall site traffic and rankings.



SOLUTION

Arlington CVB set a goal to bolster organic search traffic through targeted search engine optimization (SEO) and pay-per-click campaigns. As an entertainment and sports hub, the CVB realized it could reap great profit by tracking and monetizing the website's event pages. The implementation of Omniture analytics helped manage and dissect Arlington's data, while targeted keyword research brought significant traffic back to the new website.

RESULTS

In October 2013 alone, Arlington CVB had 30% more unique visitors year-over-year, and their pay-per-click campaign generated nearly 5,000 clicks per month. The CVB's targeted search engine optimization and pay-per-click campaigns also increased their organic search traffic by 63% year-over-year.

Ultimately, the combined efforts of SEO and PPC strategies not only helped return traffic to Arlington CVB's new website, but also greatly increased monetization and greater partnership opportunities. The CVB's new website has since undergone another redesign, and continues to utilize Simpleview's Search Engine Marketing services today.



30% Increase
In Unique Visitors
Year-Over-Year



5,000
New Clicks
Per Month



63% Increase
In Organic Search
Traffic Year-Over-Year