

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

file Edit View History Bookmarks Tools Help


http://www.got2go.com.au/ www.got2go.com.au

Car Hire Brisbane, Queensland & Gol...

Car Rental Brisbane, Car Hire Queensland, GoldCoast Car Hire





Car Hire With
No Hidden Extras



Click to Call
Connect directly with
one of our friendly
telephone consultants.

Contact Us

 1 800 898 199

 0 800 468 346

Home **Book Now** Specials Rental Fleet FAQ Travel Agents Testimonials About Us Contact Us

Free Quote

Pick Up or Delivery

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

Delivery: Please deliver my rental car to the address below.*

Pick Up

Location
-- Select Location --

Date
Click Calendar to Select

Time
7:30 a.m.

Here's how to get your Rental Car direct from the Airport.... Without the cost of the Majors. Guaranteed!

Rent A Car Brisbane Airport, Car Hire Queensland, GoldCoast Car Hire With Got2Go

Our discount budget car rental includes:

✓ UNLIMITED kilometres*	✓ Cheap Car Hire for Brisbane, Gold Coast, Sunshine Coast, Surfers Paradise and South East Queensland
✓ NO HIDDEN EXTRAS	✓ Vehicles include Toyota Yaris, Nissan Tiida, Toyota Camry, Toyota Aurion sedan, Avenir 7-seater and Kia
✓ Basic Insurance	
✓ GST & Stamp Duty	
✓ 24 Hour Roadside Assistance	



Click Here to learn more about our SEASONAL SPECIALS

Specialising in:

+ [Car Hire Queensland](#)

Case Study

www.got2go.com.au

Table of Content

- 1.ClientDetails.
2. What We Achieved
- 3.1. Link Building Strategy
- 3.2. Traffic Strategy
- 3.3.Social Media Optimization

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
- ▲ Pay Per Click Services

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

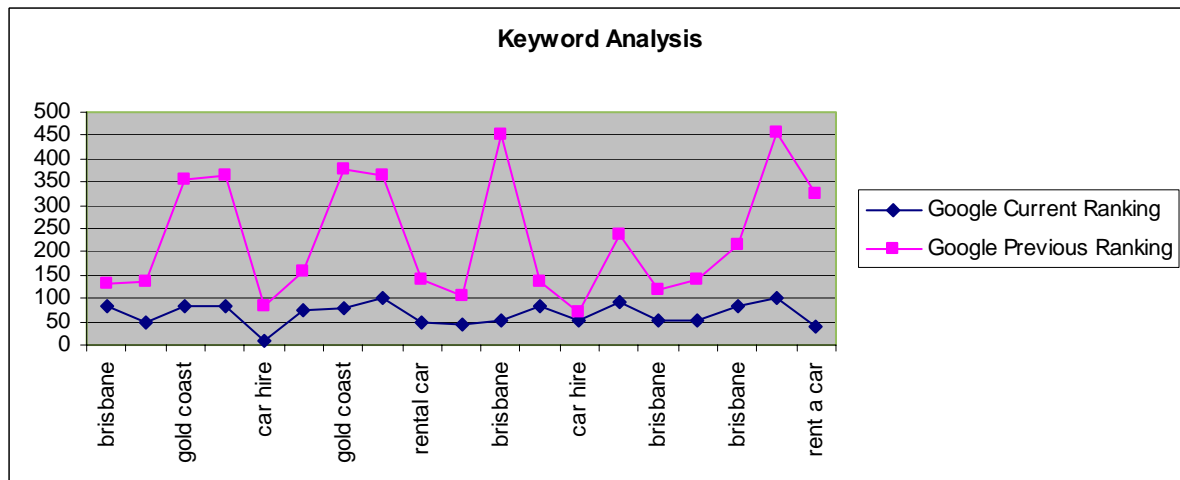
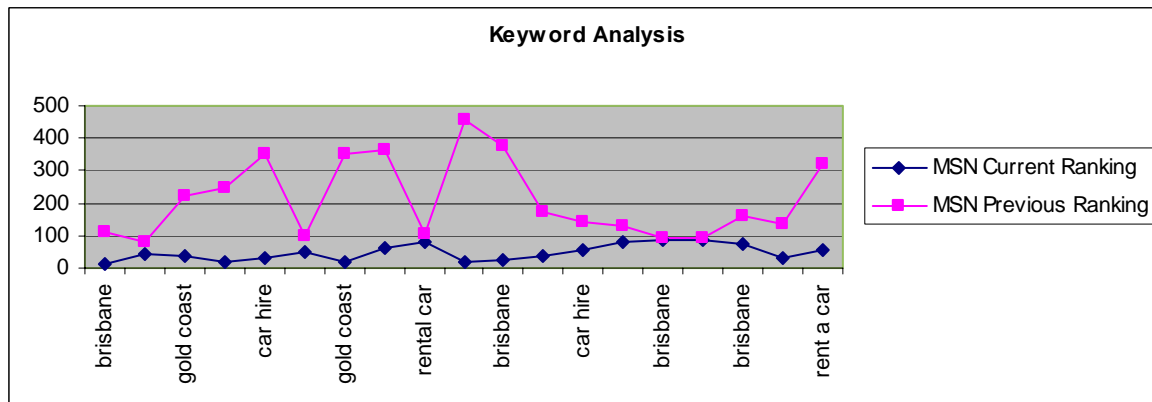
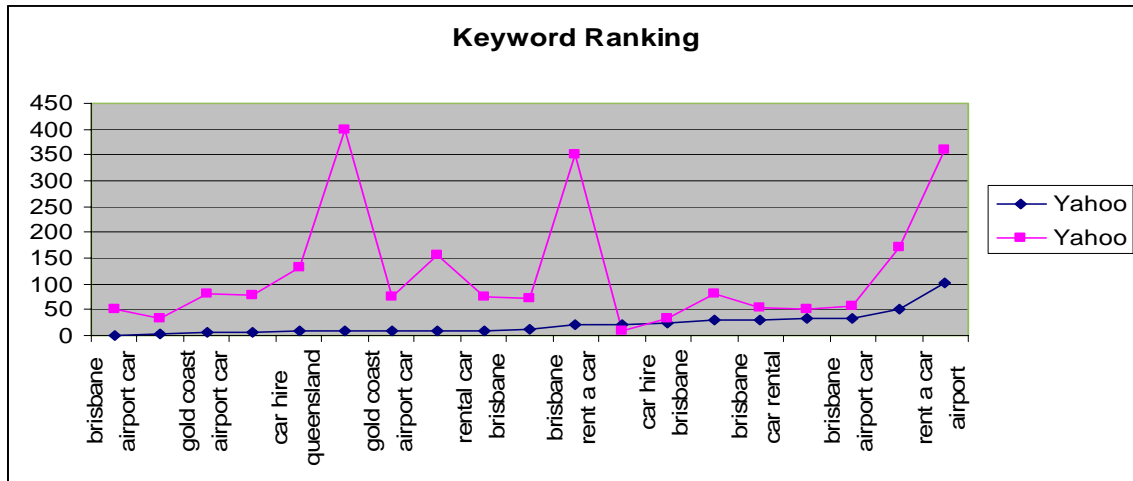
- ▲ Increase in demand of Got 2 go services.
- ▲ Site Optimisation to gain top rankings in the major search engine
- ▲ Increase organic traffic targeting keyword
- ▲ Reduce the Pay Per Click campaign spend in Google Adword.
- ▲ Increase the number of visitors to the website
- ▲ Improve the quality and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

Solutions Offered:

- ▲ SEO
- ▲ Pay Per Click Services

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

3.1. 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



3.2 Traffic Strategy



3.3. 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