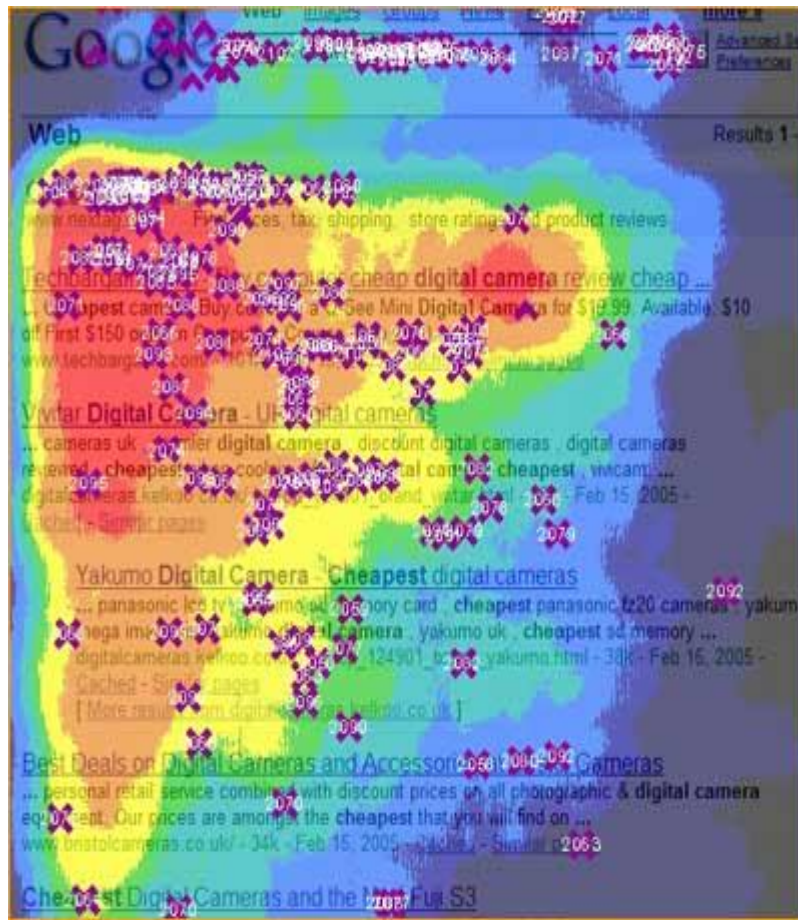


SEO Success Cases: FG Property Managment





- More Visits
- More bookings or contacts
- More visibility
- More ROI on the long run

- ☒ Specialized on vacation rentals
- ☒ Satisfied SEO clients
- ☒ Customized SEO plans

SEO audit

= analysis website

- domain
- web structure
- web content
- keywords
- external links

SEO monthly plan

= regular tasks on a monthly basis

- Optimizing landing pages & property pages
- monthly reports Google Analytics
- content creation, new texts

Linkbuilding


= ADDITIONAL

- strategy
- external links from social sites
- quality links from relevant sites
- social media




apartments in
London, Paris,
Barcelona,
Rome,
Marrakech,
Amsterdam

more than 700
apartments

 **PROPERTY
MANAGEMENT**

Luxury furnished apartments for Vacation & Business
+44 (0)207 993 8629

[Home](#) [Apartments London](#) [Apartments Paris](#) [City Guides](#) [Concierge](#) [Reviews](#) [Owners](#) [Contact](#)



Our mission is to provide a fully curated experience for Guests, offering service & style of a boutique hotel with the comfort & privacy of a home. Enjoy one of our **apartments in London, Paris, Barcelona, Amsterdam, Rome and Marrakesh.**

[YOUR HOLIDAY AGENDA](#)
Travel Assistant in a Blogshell

SEARCH

Destination
Choose a destination ▼

Check-in
18

Check-out
18

Guests
1 ▼

FIND PROPERTIES



Goals



Attract
traffic

Increase
visits to
website

Engage
visits on
website

SEARCH

Destination Check-in Check-out Guests

FIND PROPERTIES



FOR GUESTS



FG Property Management specializes at providing fully equipped privately-owned vacation apartments and houses in [London](#), [Paris](#), [Rome](#) and many more [destinations](#) across the globe. Our guests have the opportunity to stay in fully-furnished flats or houses oozing local character and charm. We aim to have something for everyone, to provide holiday accommodation - at best value and desired locations than most hotels. We always look forward to welcoming our guests to their apartments and provide the best service to help make their vacation more enjoyable.

We wish to make it easy to find your dream vacation rental. No matter if you are looking for a holiday apartment, a house for a longer vacation rental or if you are going on a business trip we have what you are looking for!

[Tweet](#) [Like](#) [+1](#)

Before



Don't Like

1. [FG Property Management - Vacation Rentals in London, Chelsea](#) [fgpropertymanagement.com/](#)

FG Property Management specialise in providing short term property rentals in London. Our business is short letting vacant, privately owned homes.

[Google+ page](#) · [Be the first to review](#)

London United Kingdom SW10 9DQ, United Kingdom
+44 20 7460 2832

[Team](#)

Meet the Team! We are a team of professionals who are ...

[Contact Us!](#)

Contact FGPM. Telephone: For reservations: UK: +44 (0) 207 ...

PROPERTY MANAGEMENT

Luxury furnished apartments for Vacation & Business
 +44 (0)207 993 8629

[Home](#)
[Apartments London](#)
[Apartments Paris](#)
[City Guides](#)
[Concierge](#)
[Reviews](#)
[Owners](#)
[Contact](#)

Our mission is to provide a fully curated experience for Guests, offering service & style of a boutique hotel with the comfort & privacy of a home. Enjoy one of our apartments in **London, Paris, Barcelona, Amsterdam, Rome and Marrakesh.**

[YOUR HOLIDAY AGENDA](#)
 Travel Assistant in a Blogshell

SEARCH

Destination
 Choose a destination

Check-in

Check-out

Guests
 1

[FIND PROPERTIES](#)



Las cookies nos permiten ofrecer nuestros servicios. Al utilizar nuestros servicios, aceptas el uso que hacemos de las cookies.

[Más información](#)
[Entendido](#)

FG Property Management

fgpropertymanagement.com/ [Traducir esta página](#)

FG Property Management offers short term vacation rentals in London, Rome, Paris, Barcelona, Amsterdam and Marrakesh. Our apartments are furnished.

[2 reseñas de Google](#) · [Escribir una reseña](#)

3a Harrington Rd, Kensington, London SW7 3ES, Reino Unido
 +44 20 7993 2287

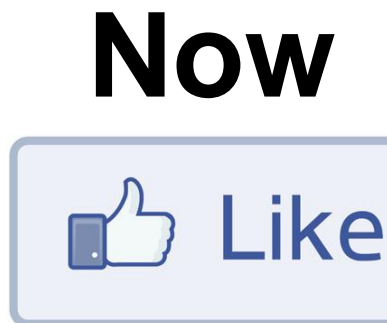
Apartments London

FG Property Management offers short term vacation rentals in ...

Paris

Our apartments in Paris offer a wide range of accommodation ...

[Más resultados de fgpropertymanagement.com »](#)



FG Property Management

[Cómo llegar](#)
[Escribir una reseña](#)

Dirección: 3a Harrington Rd, Kensington, London SW7 3ES, Reino Unido
Teléfono: +44 20 7993 2287

Between October 2013 and March 2014, we achieved the following results by comparing from year to year:

Audience Overview

Oct 1, 2013 - Mar 31, 2014

Compare to: Oct 1, 2012 - Mar 31, 2013

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

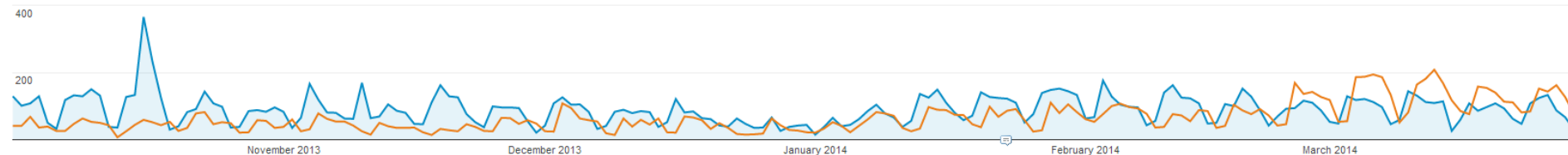
Overview

Visits VS. Select a metric

Hourly Day Week Month

Oct 1, 2013 - Mar 31, 2014: Visits

Oct 1, 2012 - Mar 31, 2013: Visits



Visits

36.37%

16,332 vs 11,976

Unique Visitors

35.26%

7,300 vs 5,397

Pageviews

51.38%

77,138 vs 50,958

Pages / Visit

11.00%

4.72 vs 4.26

Avg. Visit Duration

19.12%

00:07:15 vs 00:06:05

Bounce Rate

-16.43%

36.36% vs 43.50%

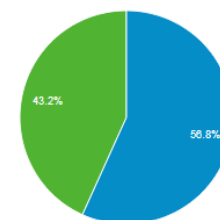
% New Visits

-2.78%

43.20% vs 44.44%

Returning Visitor New Visitor

Oct 1, 2013 - Mar 31, 2014

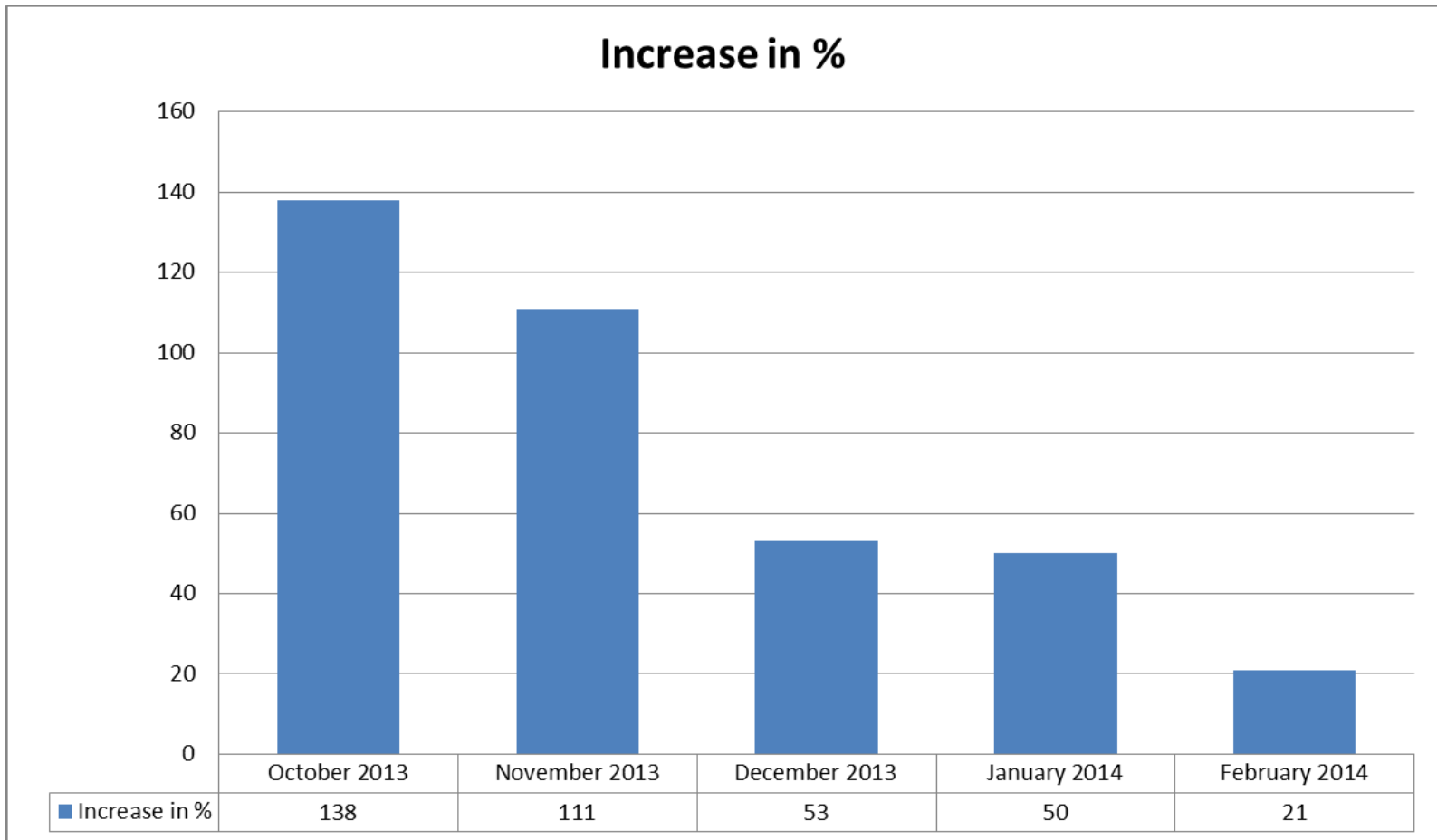


From October 2013 to March 2014

»Visits + 36 %

»Unique visits + 35 %

»Bounce rate - 16 %



Every month on a year-to-year basis we increased the % of visits.

From October 2013 to March 2014

»Average monthly
increase

+ 75 %

We positioned the following keywords in Google.com on the first two pages:

chelsea fg
fg property london
fg property management london
fg property management
fg property notting hill
fg property kensington
south london apartments
fg property - luxury chelsea
lesseps apartments
property management amsterdam
holiday apartments near earls court
earls court holiday rental
apartment south kensington
apartement london
london vacation rentals notting hill
london holiday flat rentals
london luxury vacation rentals
flats in london chelsea



SEO

We positioned keywords

Queries

Google Search: Top 1,000 daily queries.

Oct 1, 2013 - Mar 31, 2014 ▼

Customize Email Export ▼ Shortcut

% of clicks: 80.00%

No data is available from the most recent 2 calendar days.

Explorer

Impressions ▼ VS. Select a metric



● Impressions

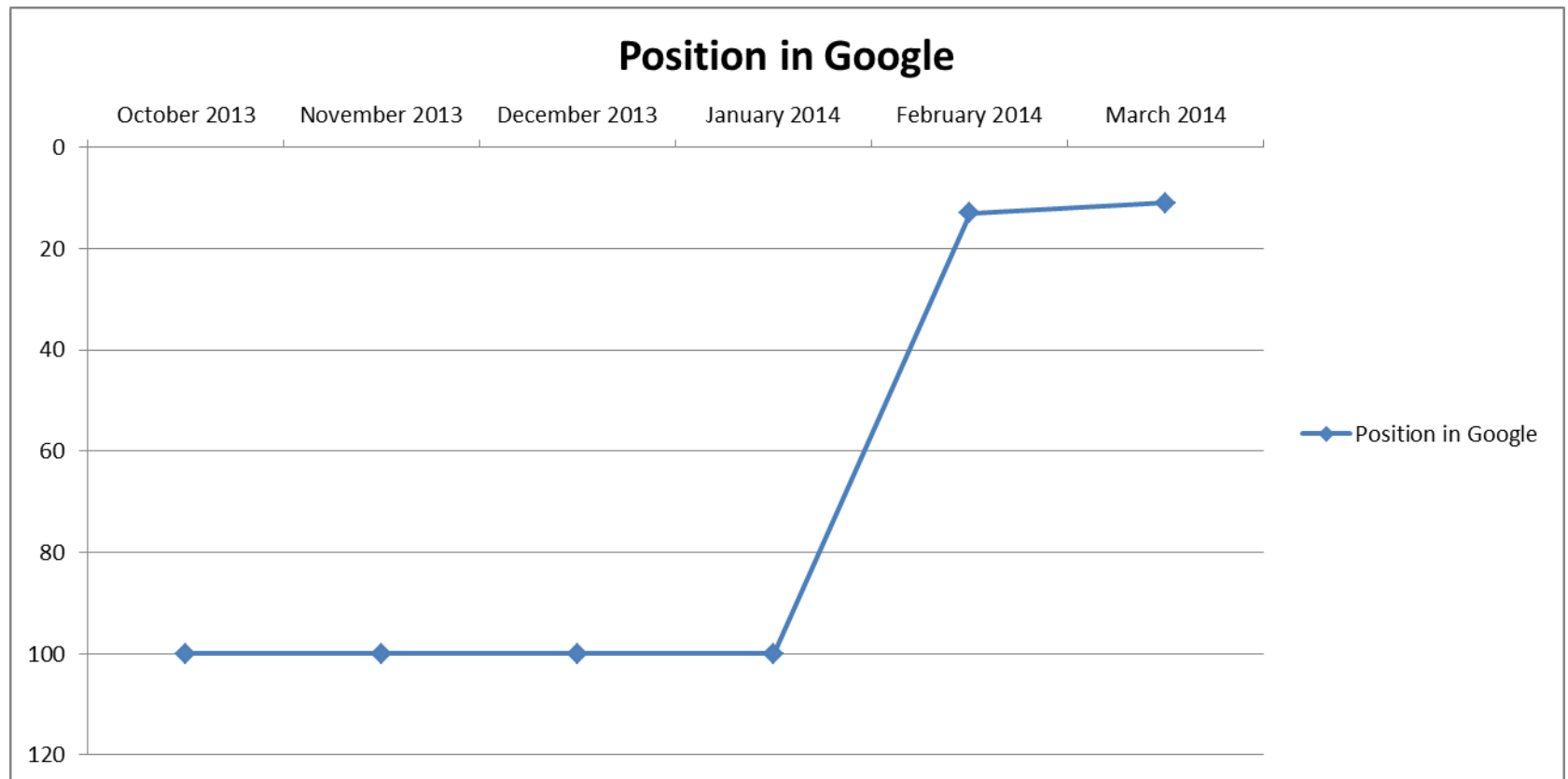
400

200



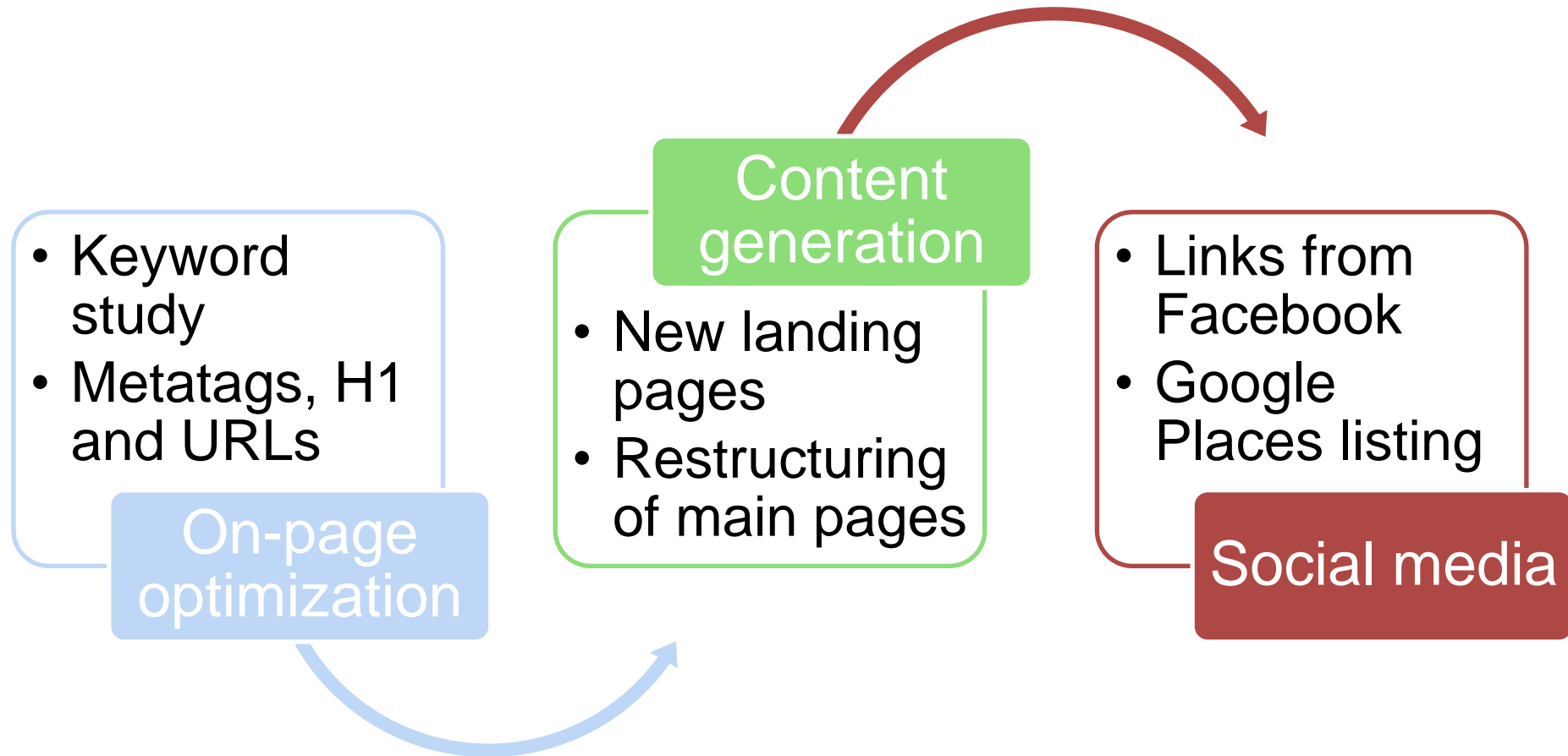
Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
	9,041 % of Total: 90.41% (10,000)	1,156 % of Total: 88.92% (1,300)	43 Site Avg: 52 (-16.87%)	12.79% Site Avg: 13.00% (-1.64%)
1. chelsea fg	5 (0.06%)	0 (0.00%)	1.0	0.00%
2. fg property kempsford gardens	5 (0.06%)	5 (0.43%)	1.0	100.00%
3. fg property london	60 (0.66%)	30 (2.60%)	1.0	50.00%
4. fg property management inc	5 (0.06%)	5 (0.43%)	1.0	100.00%
5. fg property management london	70 (0.77%)	35 (3.03%)	1.0	50.00%
6. fg service	5 (0.06%)	0 (0.00%)	1.0	0.00%
7. fgpropertymanagement	60 (0.66%)	50 (4.33%)	1.0	83.33%
8. gs1-1 chelsea	5 (0.06%)	0 (0.00%)	1.0	0.00%
9. fg property management	1,300 (14.38%)	900 (77.85%)	1.1	69.23%
10. fg property notting hill	5 (0.06%)	5 (0.43%)	1.4	100.00%

vacation rentals london apartments: from being on a lower position than 100 to 11.



vacation rentals london apartments: from being on a lower position than 100 to 11.

»increase
+ 89 %



Kigo at a Glance

Founded in 2008 by fellow vacation rental manager Shawn, Kigo has come a long way over the last 5 years, now sitting firmly as one of the leading providers of vacation rental software.



Based in the heart of Barcelona with offices in Philadelphia and Bangkok, our 50+ vacation rental specialists are proud to have helped over 800 property managers welcome in total more than 67,000 bookings per month.

Reservation System

Full Online Automation

Automate every aspect of your vacation rental business;
from availability calendars to dynamic pricing and auto-filled emails.

The screenshot displays the Reservation System interface, which includes a booking calendar, a reservation management table, and an email template editor.

Booking Calendar: A table showing reservations for June 2013. The columns are Check-in, Check-out, Days, Guest, and Property.

Check-in	Check-out	Days	Guest	Property
Wed, (11m 7)	Sat, (11m 7)	3	twice	EMULU TORRE
05 Jun 2013	08 Jun 2013			
Wed, (12m 0)	Mon, (11m 0)	5	stimes test	Cucma New
05 Jun 2013	10 Jun 2013			
Thu, (11m 4)	Fri, (11m 4)	1		Ben w d
06 Jun 2013	07 Jun 2013			
Mon, (11m 0)	Thu, (11m 0)	3	el babba	rot hote
10 Jun 2013	13 Jun 2013			
Wed, (11m 0)	Sun, (11m 0)	4		Viva Ba
12 Jun 2013	16 Jun 2013			
Wed, (11m 0)	Sun, (11m 0)	4		Eerlin C
12 Jun 2013	16 Jun 2013			Adaptm

Reservation Management Table: A table showing reservation details. The columns are Order, Template name, and Sender & Recipients.

Order	Template name	Sender & Recipients
1	Availability Confirmation, Price and Hold Dates Question	From: <training@kigo.net> To: Reservation guest

Email Template Editor: A form for editing email templates. The fields are Template name, Email subject, and Template content.

Template name: Availability Confirmation, Price and Hold Dates Question

Email subject: Insert an auto-completed Kigo variable

Template content: Availability Confirmation, Price and Hold Dates Question

Availability Calendar: A calendar showing availability for June 2013. The calendar is color-coded by property: EMULU TORRE (blue), Cucma New (green), Ben w d (orange), rot hote (red), Viva Ba (yellow), Eerlin C (purple), and Adaptm (pink).

Our booking calendar and reservation manager will organize reservations easily
so that you never miss a booking.

Channel Manager

Get connected, get booked!

Take your vacation rental advertising to the next level; connect with over 35 of Kigo's portal partners, Booking.com, FlipKey, HomeAway, to name a few.



BOOST BOOKING POTENTIAL AND NEVER WORRY ABOUT ENCOUNTERING A COSTLY DOUBLE-BOOKING.

Mobile Ready Websites

Fully Integrated with the Kigo System

Choose between an easily customizable website template or a personalized design that complements your brand.



And, go
that extra
mile with
our **SEO &
Social
Media
packages**