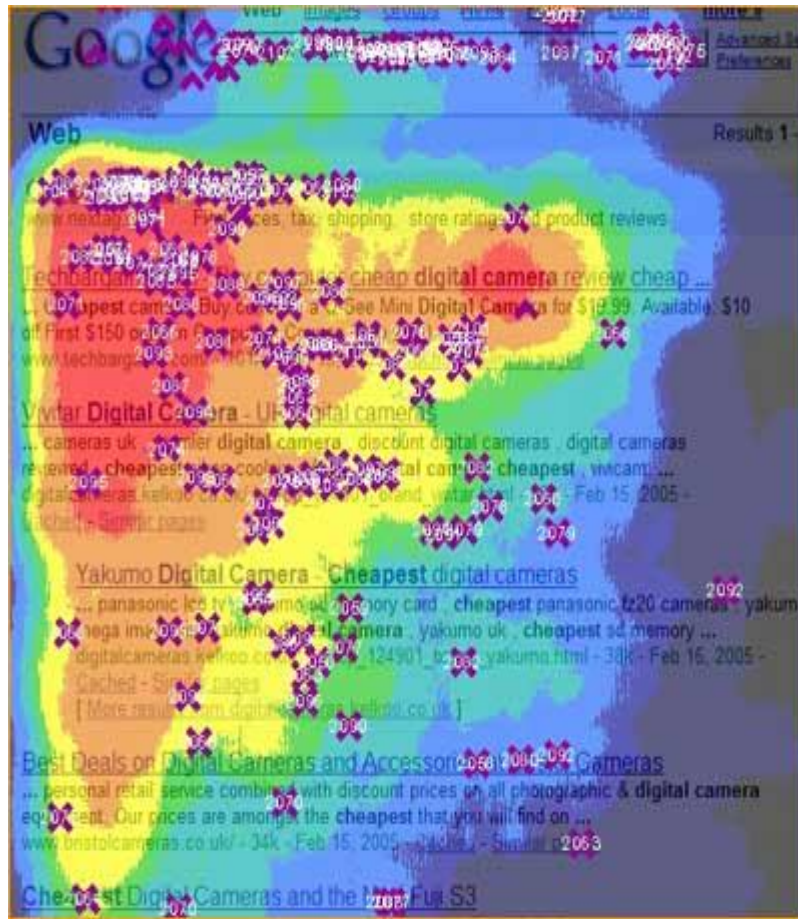


SEO Success Cases: Hitrental





- 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
Zurich, Zug and
Lucerne

more than 90
apartments and
one villa

HIT rental business leisure city apartments

En route at home, holiday rentals in Switzerland
HIT rental of Switzerland offers selected, attractive apartments for rent in Switzerland. Whether it's Zurich, Zug or Lucerne - We make sure you feel at home.



Follow us on [f](#) [t](#)

Home Holiday rentals Switzerland Apartments Zurich Apartments Lucerne Apartments Zug Sightseeing Business Traveler 

ZUG

ZÜRICH – ZUG – LUZERN

SEARCH

Select city Choose a destination ▼ Check-in  Check-out  No. of persons 1 ▼ Search

HITrental, your holiday rentals in Switzerland

ZURICH

Apartments in Zurich

Feel like at home in Zurich's historical downtown



ZUG

Apartments in Zug

Beautiful, centrally located apartment in Zug



LUCERNE

Apartments Lucerne

Modern apartment in the Allmend in Lucerne



Goals



Attract
traffic


Increase
visits to
website

Engage
visits on
website

HITrental business leisure city apartments

Furnished apartments in Switzerland

HITrental offers selected, attractive apartments in best swiss manner.
Whether it's Zürich, Zug or Luzern - We make sure you feel at home.

Follow us on 
[Home](#) [Apartments](#) [How to book](#) [Arrival & Departure](#) [Questions & Comments](#) [Guestbook](#) [About HITrental](#) [GTC](#) 

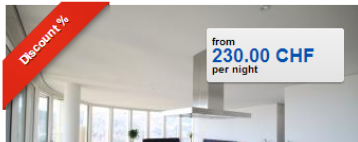
SEARCH

 Select city Check-in Check-out No. of persons

SEARCH OPTIONS

- ☐ Short rental (+3 nights) (40)
☐ Long rental (+30 nights) (64)

Our apartments can be rented for short-rental stays (minimum 3 nights) or long-rental stays (minimum 14 / 30 nights). The price per night for long-rentals is less than for short-rentals.

**Superior Spreuerbrücke**

Exclusive, large and modern 3.5 room apartment with a terrace and a breathtaking view.

3.5 rooms	free Wifi/TV
Kitchen	3 single beds (3')
2 bathrooms	1 double bed (2')

1. [HITrental.com](#)[hitrental.ch/](#) ▼

Deutsch · Français · Español · English · Italian · Russian · Chinese · Portuguese.

Möblierte Wohnungen in der Schweiz **HITrental** bietet Ihnen selektionierte, ...[HITrental.com](#)

English · Chinese · Deutsch ·
 Français · Español · Italian ...

[Reisetipps Luzern](#)

Reisetipps Luzern. Luzern - Die
 Lichtenstadt am ...

[About HITrental](#)

Individual apartments. HITrental offers
 only selected apartments ...

[How to Book](#)

HIT rental, die Hotel Alternative ...
 card details for the 25 ...

[Über HITrental](#)

Individuelle Appartemente &
 Ferienwohnungen. HITrental ...

[Guestbook](#)

Thank you for leaving a message!
 Your HITrental team. Home ...

[More results from hitrental.ch »](#)

Before


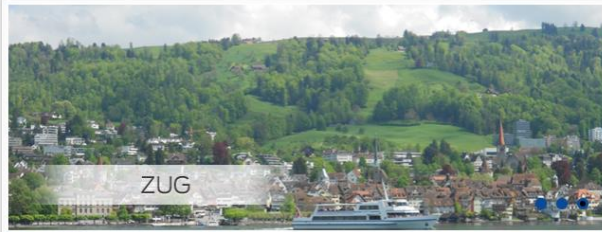


Don't Like

HITrental business leisure city apartments

En route at home, holiday rentals in Switzerland

HIT rental of Switzerland offers selected, attractive apartments for rent in Switzerland. Whether it's Zurich, Zug or Lucerne - We make sure you feel at home.

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SEARCH

Select city Choose a destination Check-in  Check-out  No. of persons 1 Search

HITrental, your holiday rentals in Switzerland

ZURICH[Apartments in Zurich](#)

Feel like at home in Zurich's historical downtown

**ZUG**[Apartments in Zug](#)

Beautiful, centrally located apartment in Zug

**LUC**[Apartments in Lucerne](#)


Modern apartment in Lucerne

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HITrental, your holiday rentals in Switzerland

[hitrental.ch](#)

Book your holiday rentals in Switzerland here. You will find apartments in Zurich, Lucerne and Zug.

[Google+ page](#) [Be the first to review](#) Zihlmattweg 44, 6005 Luzern, Switzerland
+41 79 961 04 48**HITrental, Ihre Apartment ...**

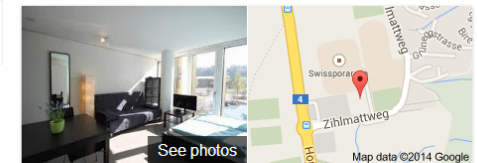
HITrental, Ihre Apartment Vermietung in der Schweiz ...

Inicio

HITrental, su alquiler de vacaciones en Suiza.

[More results from hitrental.ch »](#)**Home**

En route at home, appartamenti arredati in Svizzera. HITrental of ...

**hitrental.ch**[Directions](#)[Be the first to review](#)

Address: Zihlmattweg 44, 6005 Luzern, Switzerland

Phone: +41 79 961 04 48

Reviews[Be the first to review](#)

Are you the business owner?

[Feedback](#)**Now****Like**

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

Audience Overview

Sep 1, 2013 - Feb 28, 2014
Compare to: Sep 1, 2012 - Feb 28, 2013

Email Export Add to Dashboard Shortcut

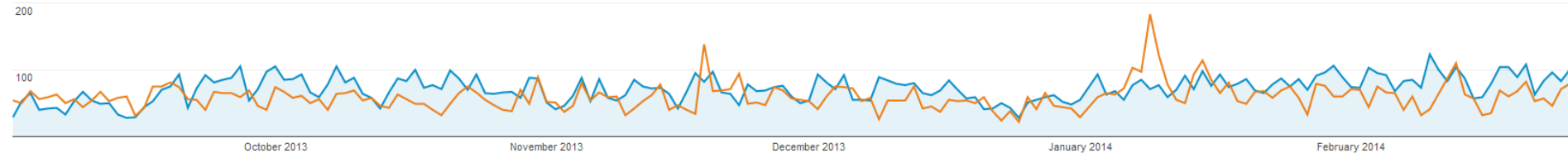
✓ All Visits
+0.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Sep 1, 2013 - Feb 28, 2014: Visits
Sep 1, 2012 - Feb 28, 2013: Visits



Visits

21.32%

13,092 vs 10,791



Unique Visitors

24.86%

9,754 vs 7,812



Pageviews

1.54%

45,503 vs 44,813

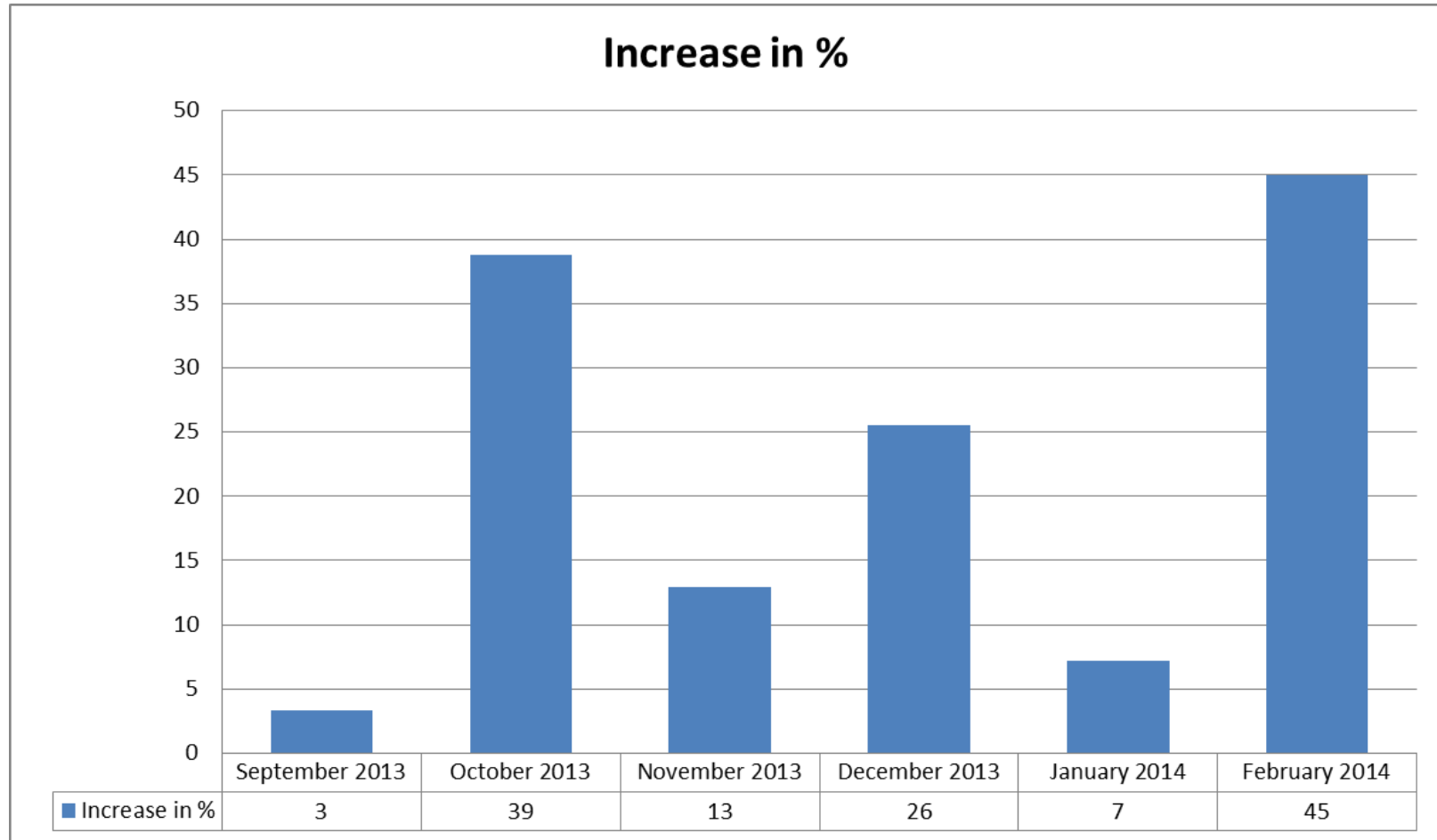


From September 2013 to February 2014

»Visits + 21 %

»Unique visits + 25 %

»Pageviews + 2 %

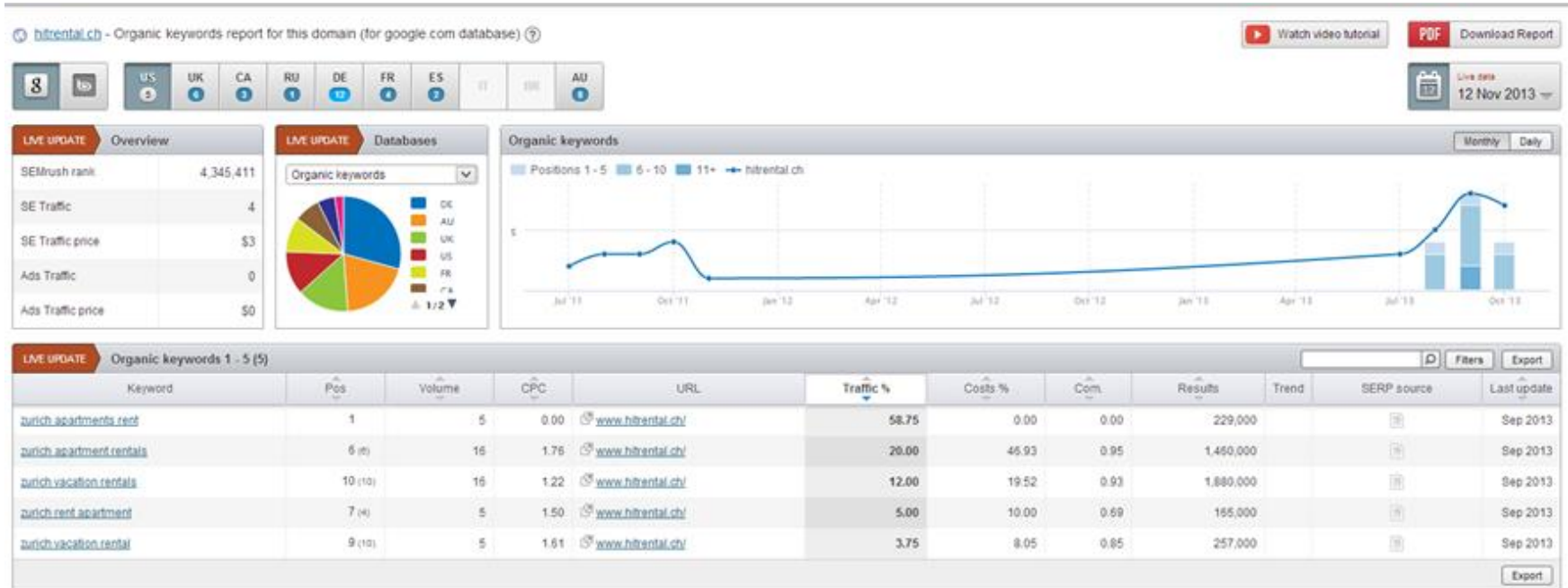


Every month on a year-to-year basis we increased the % of visits.

From September 2013 to February 2014

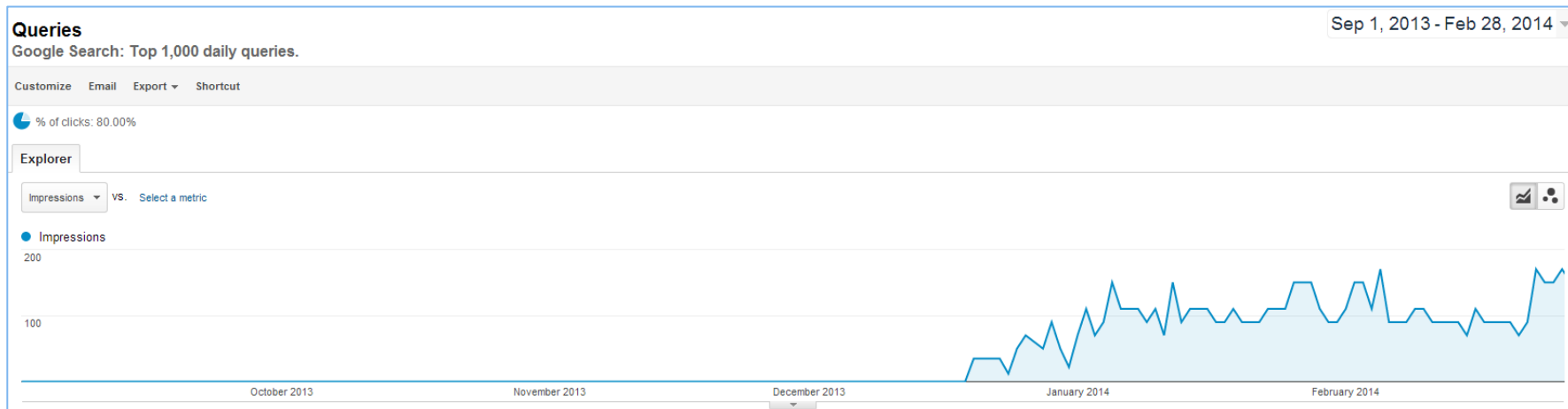
»Average monthly
increase

+ 22 %



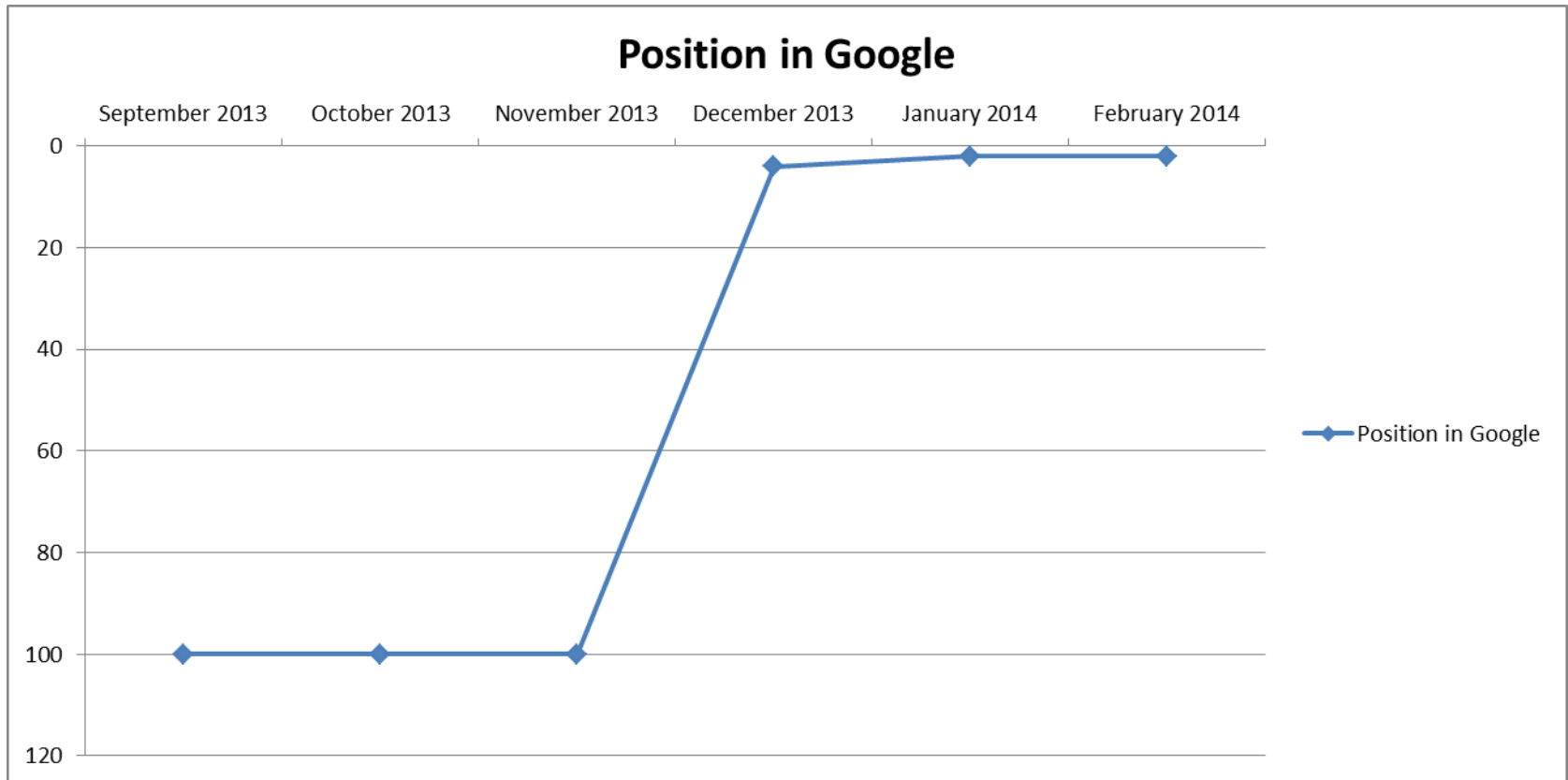
We positioned the following keywords in Google.com on the first two pages:

zurich apartments rent
 zurich apartment rentals
 zurich vacation rentals
 zurich rent apartment
 zurich vacation rental



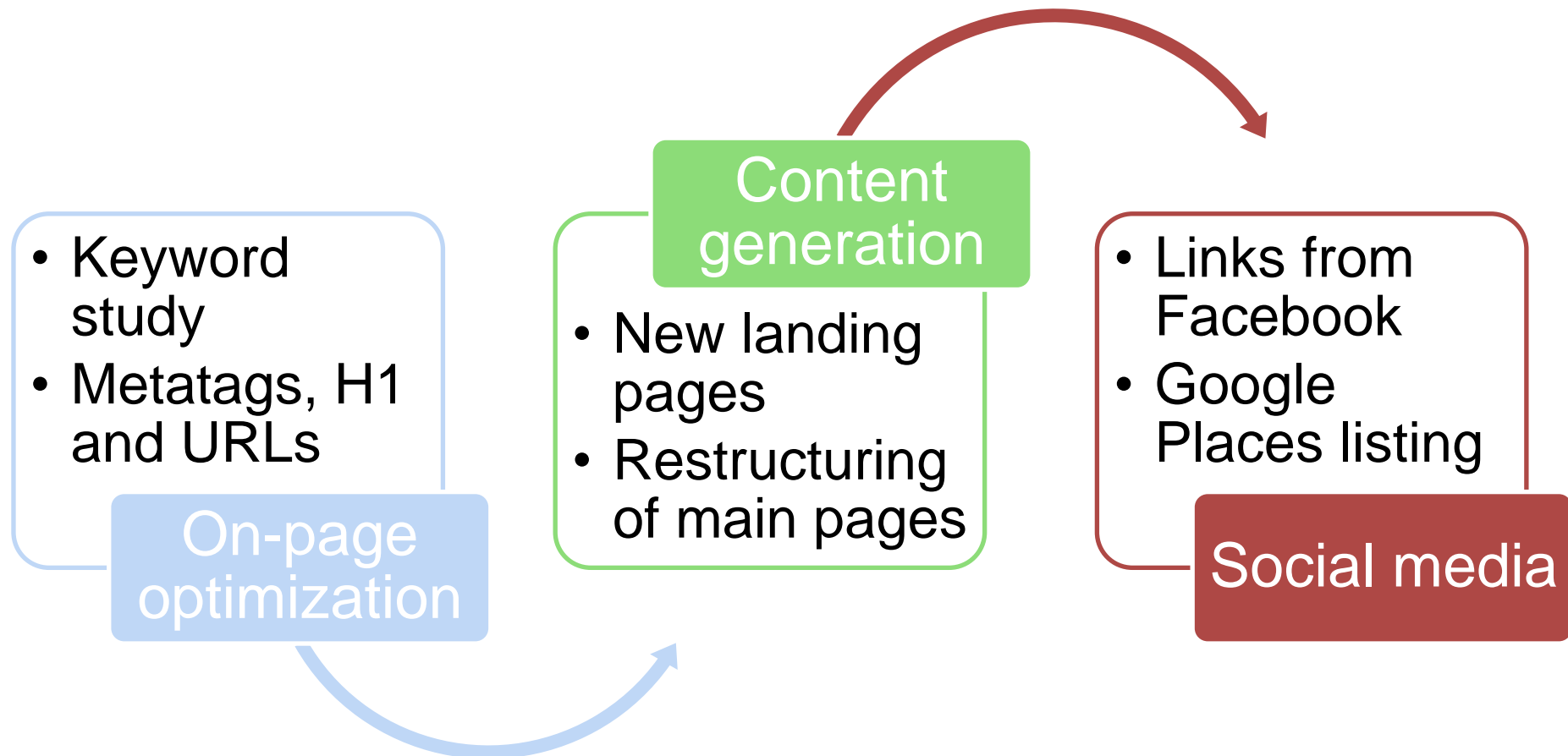
Query	Impressions ?	Clicks ?	Average Position ?	↑
	7,560 % of Total: 94.50% (8,000)	124 % of Total: 112.73% (110)	8.9 Site Avg: 33 (-75.24%)	
1. apartment in zurich for rent	5 (0.07%)	0 (0.00%)	1.0	
2. apartments zurich rent	5 (0.07%)	0 (0.00%)	1.0	
3. apartments zurich switzerland rent	5 (0.07%)	0 (0.00%)	1.0	
4. appartement zurich	5 (0.07%)	0 (0.00%)	1.0	
5. ferienwohnung in winterberg	5 (0.07%)	0 (0.00%)	1.0	
6. ferienwohnungen luzern	150 (1.98%)	0 (0.00%)	1.0	
7. luzern ferienwohnung	200 (2.65%)	0 (0.00%)	1.0	
8. rental apartment	5 (0.07%)	0 (0.00%)	1.0	
9. studio apartment rent	5 (0.07%)	0 (0.00%)	1.0	
10. studio apartments for rent	5 (0.07%)	0 (0.00%)	1.0	

zurich apartments rent: from being on a lower position than 100 to 2.



zurich apartments rent: from being on a lower position than 100 to 2.

»increase
+ 4.900 %



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		Renewal
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 include Template name, Email subject, and a list of variables to insert.

Template name: Availability Confirmation, Price and Hold Dates Question

Email subject: Insert an auto-completed Kigo variable

- Owner street
- Owner postal code
- Owner city
- Owner country
- Reservation guest
- Guest full name
- Guest first name
- Guest last name

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**