



Background

Hotel Quito.com is online hotel which provide reservation and accommodation service to all part of the World customers if someone wants plan to trip South American country like Ecuador, etc. they can visit Hotel Quito website. Plexus Pvt has signed the contract of Hotel Quito website in June 2008. It was a really tough challenge for us to achieve desired milestone because there were lot more competition on their keywords which was in millions I would say Hotel Quito was no where at all on their desired keywords.

But we have tackled this challenge and after our efforts on Hotel Quito desired keyword only 3 months we have covered the major part of our destination and achieved what we looking for.

Efforts and Achievement

The success story of Hotel Quito covered by major parts of our Seo work which includes following efforts to get the best result what we have now.

1. Keyword Position
2. Link Building
3. Gain Visitors

Keyword Position in Different Search Engines

Keyword are the most important factor to raise your website performance and produce high leads that could be end up as sale. When we started SEO work on the Hotel Quito domain the keywords position were not prominent on different search engines and the keyword of domain name also very low competition so we can get better result if we have low frequency competitor on keywords after that we our working on keywords and within 3 months we got the better result and secure the good position on keywords and that case we have high traffic on the occupied position on keywords. We ill show you some keywords reports in which you can compare our efforts and can be observed easily.

Keywords	Positioning			Keywords	Positioning		
	Google	Yahoo	MSN		Google	Yahoo	MSN
18th Nov				13th June			
hotel quito	1	1	1	hotel quito	1,2	1	1
best hotels quito	1	2	1	best hotels quito	18	14	4
luxury hotel quito	1	1	2	hotel quito ecuador	0	1	2
luxury hotels in ecuador	0	18	0	luxury hotels in ecuad	0	0	0
hotel ecuador	7	8	24	hotel ecuador	10	0	0
hotel in quito ecuador	11	1	1	hotel in quito ecuador	0	0	0
quito and hotels	39	2	2	quito and hotels	20	12	1
quito hotels	9	8	0	quito hotels	5	11	1
quito honeymoon	4	1	1	quito honeymoon	34	18	31
ecuador honeymoon	0	14	0	ecuador honeymoon	0	0	0

Link Building

Since we have the project for Search Engine Optimization of Hotel Quito we got the 7 links in Google and 444 links in Yahoo .We continuously work on that section to get more links result in future.

Links			
www.HotelQuito.com			
Date	Google	Yahoo	MSN
6/13/2008	8	386	0
6/21/2008	8	378	0
7/5/2008	7	347	0
7/19/2008	9	362	0
8/2/2008	7	358	0
8/15/2008	7	383	0
9/12/2008	7	417	0
9/27/2008	7	466	0
10/11/2008	8	453	0
10/24/2008	8	441	0
11/8/2008	8	445	0

Visitors

Hotel Quito has only achieved **5,000** plus visits a month twice before our working, but after our efforts they have set the visitors target to at least **7,500** a month and now they are growing with the rate of **500** visits per month.

