



CASE STUDY

360 BLUE GROWS ORGANIC SEARCH CHANNEL WITH HUCKABUY



“Huckabuy transformed organic search into our highest revenue-generating channel.”

- Tyler Weir, CMO at 360 Blue

THE CHALLENGE

Optimizing for Google
360 Blue is a luxury vacation rental and property management firm based in the Florida panhandle.

Like others in this industry, their target demographic utilizes search engines for purchasing decisions. However, with such a large inventory of vacation rental homes, Search Bots found it difficult to understand their website content.

Consequently, they were losing visibility in organic search results and business to their competitors.

THE SOLUTION

Huckabuy SEO Software
Huckabuy introduced 360 Blue to the value of authoritatively communicating with Search Bots for organic search channel growth.

By initially focusing on adding world-class structured data markup to their website, Search Bots would have relevant information to better understand the site's content.

Pairing structured data with traditional SEO services qualified the business for higher rankings, more visibility, and stronger engagement in organic search results.

THE RESULT

INCREASED REVENUE FROM ORGANIC SEARCH

360 Blue added Huckabuy's structured data software in August 2017. Through this dynamic markup, Search Bots were immediately able to understand their website content.

As a result, their business experienced a 211% increase in ranking keywords, 195% increase in impressions, and a 196% increase in clicks.

Since partnering with Huckabuy, 360 Blue has improved its organic search channel revenue by 100%.

ORGANIC SEARCH CONVERSION FUNNEL

August 2017 - April 2019

EXPOSURE

Keyword Ranking: 211% Increase

DISCOVERY

Impressions: 195% Increase

CONSIDERATION

Clicks: 196% Increase

CONVERSIONS

Revenue: 100% Increase