



Award winning  
search marketing...on a budget

## About Ritmo Cars

Ritmo Cars is a budget car hire company based in Spain, offering low-cost to luxury automobile rental services in Ibiza, Formentera, Majorca and Menorca. Ritmo are highly successful and well vested within the Spanish market. However, they realised that there was vast missed opportunity for business from the UK - as a high percentage of tourists that travel each year to the Balearic Isles come from Britain. Being a relatively small company, they were looking for a low cost SEO strategy but didn't want to compromise on quality. It was SearchCatalyst's mission to agree achievable targets and at the same time create real ongoing value for Ritmo Cars.

## Objectives

As we were starting from scratch with Ritmo in the UK online market, our main goal for the first six months was to make a real investment in SEO for the future and place the company on the internet map. Our objectives were clear:

- To ensure an SEO friendly website was created for the UK market
- To ensure the site is indexed by Google, Bing, Yahoo and other relevant search engines as quickly as possible for relevant brand terms
- To start achieving page one rankings for agreed terms in Yahoo and Bing
- To deliver the above using a sustainable and scalable strategy, which could be deployed with minimal input from Ritmo Cars
- Our secondary objective, once the first three points were achieved, was to then show an improvement in rankings for other agreed marketing terms in Google, which holds a larger market share and is therefore much more competitive to rank in

## What we did

SearchCatalyst instantly recognised a fantastic opportunity for Ritmo Cars to start in the UK market. The company already had a dot-com site which search engines had already established as Spain-based. Before Ritmo could even begin to think about rankings in UK searches, they had to make an investment in their future in this market.

For them to be trusted not only by UK consumers but to begin to be considered by search engines, they needed a brand new UK optimised website. For this SearchCatalyst:

- Researched and agreed a realistic and achievable keyword set to be initially targeted in the UK market
- The SearchCatalyst team then consulted on the build of the brand new website ensuring that SEO and our agreed keyword set was kept top of mind, and that the design allowed for future growth of the business within the UK
- Created a link strategy for Ritmo Cars so that search engines are targeted within a tiered process. This included, submissions to relevant directories, content syndication and link acquisition through online PR which was designed to and achieved a quick entry into the search engines' indexes for brand terms, quickly followed by indexation and month on month improvements in rankings for the agreed keyword set

## Results

SearchCatalyst delivered outstanding results right from the word go, achieving all of Ritmo Cars' objectives within the first six months.

- Ritmo Cars was able to launch their new scalable optimised website for the UK in under one month
- SearchCatalyst managed to get Ritmo's website indexed for brand terms also within the first month of engagement
- By targeting search engines as part of a tiered process, Ritmo Cars now ranks on page one for most of the agreed marketing terms in Yahoo and has produced some very positive results in Bing
- Ritmo Cars went from having 0 rankings in Google UK searches, to being ranked for 20 high value terms such as 'car hire Majorca', 'car hire Menorca', 'car hire Ibiza' and 'car hire Formentera'. These positions continue to improve week on week



“ Outsourcing our SEO for the first time was a big deal for us and putting all your trust in an agency can be pretty daunting. Now we wouldn't look back - SearchCatalyst helped and advised us every step of the way and established our business in the UK market in less than one month! They really have exceeded all our expectations. ”

Marcos Torres  
CEO, Ritmo Cars





## About SearchCatalyst

If you're reading this then you probably run a successful SME, and you've managed to achieve this without any real focus on search marketing. So, firstly, congratulations! We know from experience that building and growing a business isn't easy. The fact that you're here though, suggests that you're looking to step up a gear and grow your business to the next level. Well, congratulations again, because we think you've come to the right place!

SearchCatalyst is a marketing agency that specialises in providing search marketing services to SME's. Using expertise honed over the course of the last decade we offer various search engine optimisation (SEO) and pay per click (PPC) packages designed to deliver traffic, leads and sales to your business.

SearchCatalyst is a Greenlight company, which has the distinction of being the fastest growing digital agency in Europe, going from one person to over 100 in just 7 years, so we know a thing or two about taking a business to the next level. Consistent new business leads from sustainable channels is the key, and time after time search marketing is proven to be the most cost-effective marketing method available today to get those leads. Remember, search engines capture an immediately interested audience of searchers, looking to research and buy right now, today. If you're not visible then you'll miss the opportunity to engage with that consumer and secure the sale and grow.

Our SEO and PPC packages are suitable for most SME's, from the small firm of solicitors to the owner-operator of a seaside B&B. Review our packages for the one that suits you.

Find out how you can take advantage of the natural or paid search medium with SearchCatalyst's SEO or PPC for SME packages.

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