



TX RV Adventures Increases Rankings & Organic Traffic

TX RV Adventures is a family-owned RV rental lot in the Greater Houston Area. With a background in customer service, an entrepreneurial spirit, and a love for travel, the Kay family built out a fleet of rentals that has grown from a handful of motorhomes to the largest fleet of RV rentals in the state of Texas.

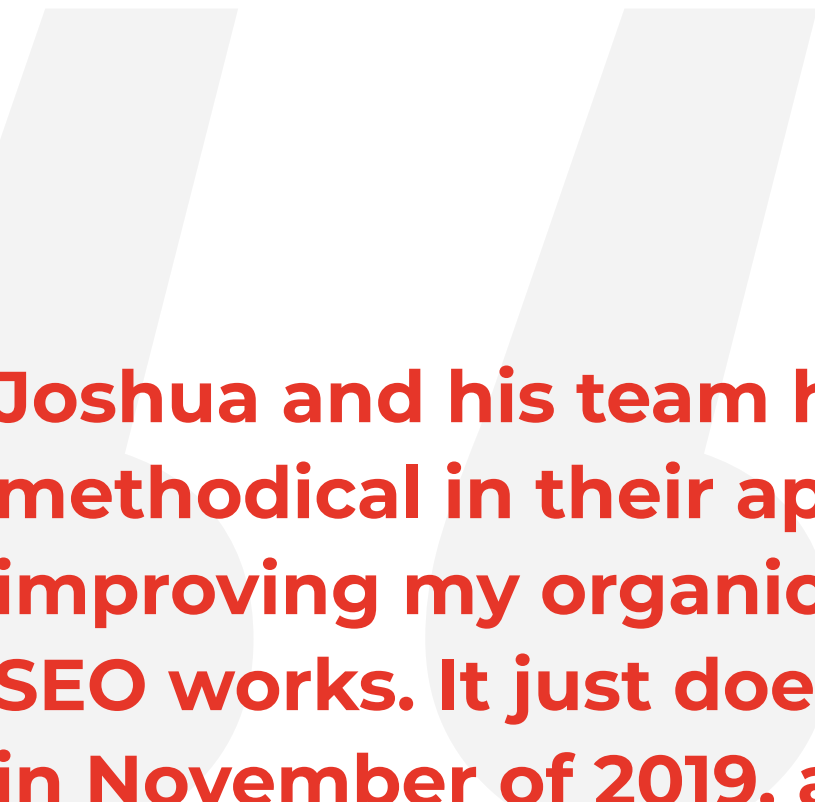
Prior to working with Chaos Theory, TX RV relied heavily on Google Ad Campaigns and word of mouth. While experience and expertise provided the business with a solid foundation, they required a greater understanding of SEO best practices to compete with national brands and the growing field of motorhome sharing programs. TX RV partnered with Chaos Theory to expand their SEO footprint alongside their growing rental business.



The Challenge

In order for the business to grow, TX RV needed to rank for keywords such as “Houston RV rental” while developing a stronger foundation for local SEO. To accomplish this, TX RV utilized Chaos Theory’s knowledge of technical and on-page optimization to gain a comprehensive audit of their website.

From the beginning, the project was a larger undertaking. SEO was at the forefront of every decision made. From meta descriptions and title tags to optimized content and images, SEO best practices remained at the forefront of the strategy.



Joshua and his team have been methodical in their approach to improving my organic rankings. Their SEO works. It just does. We started in November of 2019, and now I am totally booked for the entire summer, which is requiring us to get more RVs and a new lot of land. I highly recommend Joshua and his team.

- Joshua Kay, TX RV Adventures

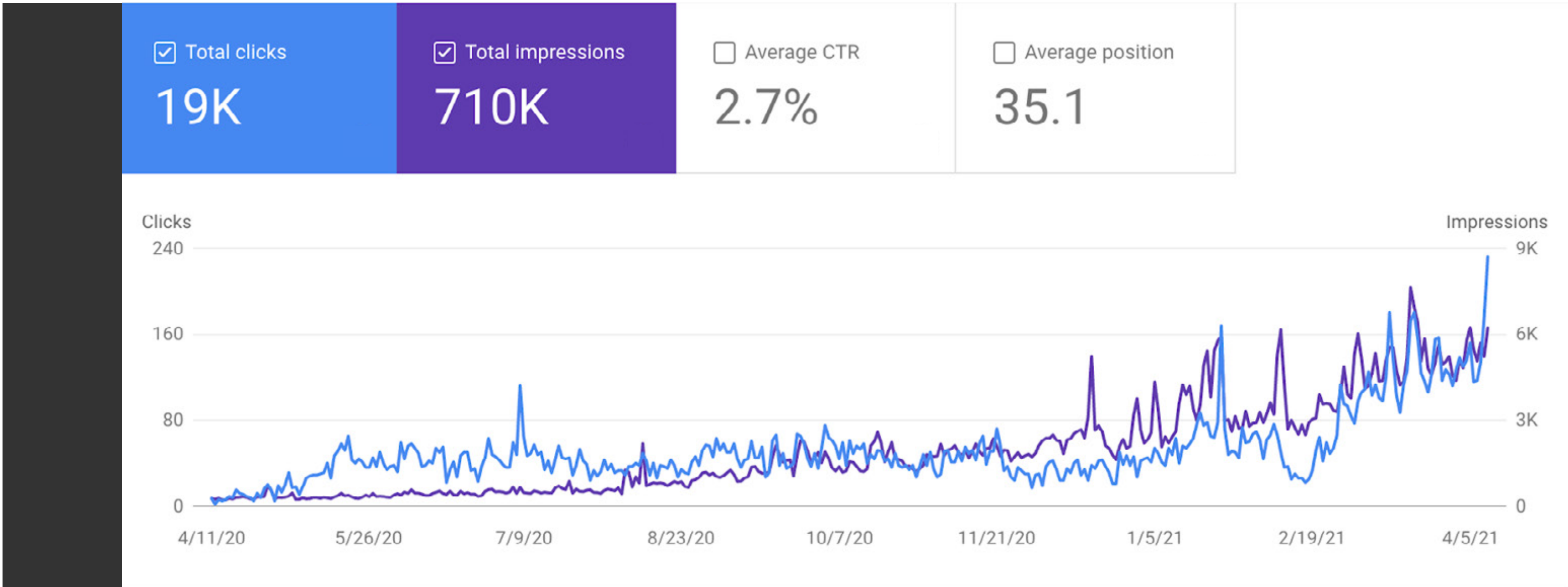
The Solution

Chaos Theory leveraged a strategic use of tools to compress and optimize images as well as improved content quality to balance keyword density and diversity across key pages. Additionally, Chaos Theory developed localized content in order to expand outreach to nearby communities. Over time, TX RV climbed through the SERPs to garner organic traffic for less competitive keywords while ultimately focusing on their target keyword.

KEY TACTICS

- Promoted engagement through educational content focused on providing helpful information about RV rentals, places to visit, key facts to consider
- Built out local pages focused on the surrounding areas to engage new audiences
- Optimized content and technical SEO for an improved user experience

The Results



Driving SEO efforts on a weekly basis, TX RV has seen outstanding growth with Chaos Theory. After selling out over the summer of 2020, TX RV expanded its lot to meet a rise in demand. Additionally, the company expanded its offerings into Power Sports vehicles, Teslas, and Slingshots. Through their unique offerings couple with a strong, optimized foundation, the business continues to grow.

Organic traffic to the site has improved significantly over the past year. With improved rankings, come more leads, new viewers, and new adventure seekers. Throughout this partnership, Chaos Theory and TX RV alike are proud to work together.