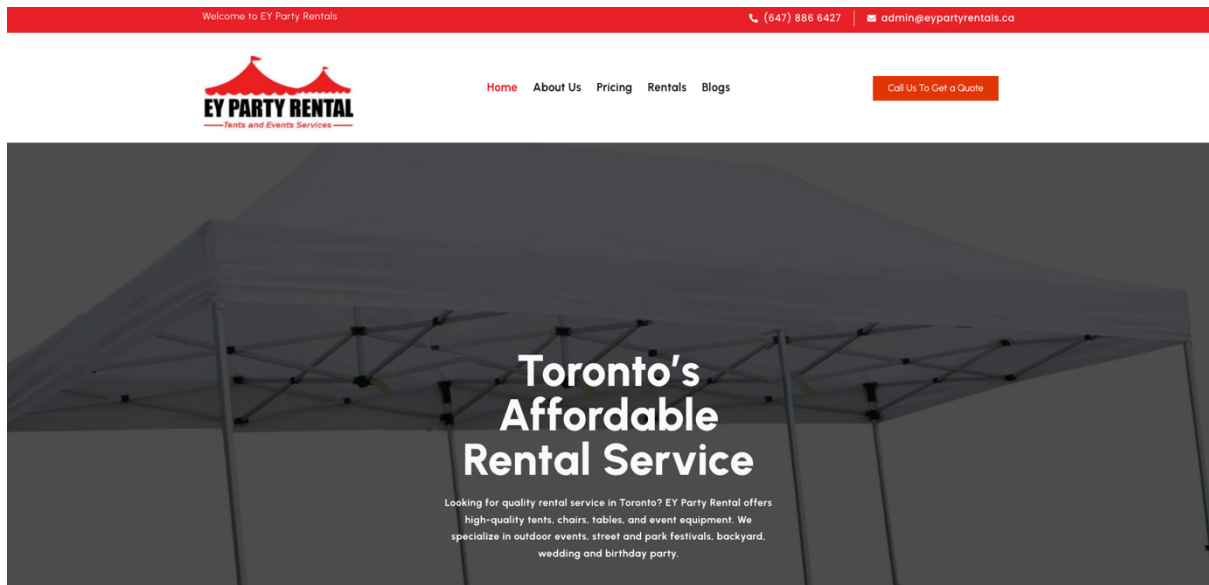


# SEO Case Study

## EY Party Rental Achieved Top 3 Google Rankings for Rental Service in Toronto



**Client:** EY Party Rental **Location:** Toronto, Canada

**Industry:** Event Rental Service **SEO Provider:** [Abdullah Masud](#)

**EY Party Rentals**, a Toronto-based party rental company, partnered with Abdullah Masud to expand their online visibility and generate more bookings for events such as weddings, birthdays, and corporate functions. With a focused local SEO strategy, EY Party Rentals climbed into the Top 3 rankings for competitive keywords in Toronto's party rental market, driving consistent inquiries and high-quality leads.

**The Challenge :** In Toronto's highly competitive event and party rental space, ranking for high-intent keywords like *"party rentals Toronto"* and *"Toronto event rentals"* is a serious challenge. Established competitors dominated the top results, making it essential for EY Party Rentals to break through and capture searchers actively looking to book rental services.

### SEO Strategy:

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#### 1. Local Keyword Research & Mapping

We started with a deep dive into keywords that combined strong local intent with booking-ready search behaviour. Our primary targets included:

- "party rentals Toronto"
- "event rentals Toronto"
- "wedding rentals Toronto"
- "Toronto party supplies"

These keywords aligned with what customers searched before making a booking decision.

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### 2. Technical & On-Page Optimization

To build a strong SEO foundation, we conducted a full website audit and applied key improvements:

- Optimized titles, meta descriptions, and headers with targeted keywords
- Enhanced service pages for better keyword alignment
- Improved internal linking structure to pass authority across important pages
- Fixed mobile usability issues and boosted site speed for better user experience
- Added schema markup for Local Business & Party Rental services

### 3. Content Strategy for Authority & Engagement

We crafted and optimized content designed to attract and engage both search engines and event planners:

- Expanded service pages for weddings, birthdays, and corporate events
- Location-specific landing pages for Toronto and nearby cities
- Blog posts covering event planning tips, party themes, and rental guides

This content not only improved rankings but also positioned EY Party Rentals as a trusted local authority.

### 4. Local SEO & Reputation Building

Since party rentals rely heavily on local visibility, we focused on strengthening local SEO signals:

- Fully optimized the Google Business Profile with services, categories, and photos
- Built citations across trusted Toronto directories and event-related listings
- Encouraged authentic customer reviews to boost trust and local pack visibility
- Embedded geo-targeted keywords within the site content

### 5. High-Quality Link Building

To strengthen domain authority, we developed a natural link-building campaign:

- Outreach and guest posting on event planning and local Toronto blogs
- Listings on event directories and wedding planning websites
- Partnerships with local vendors and community pages for backlinks

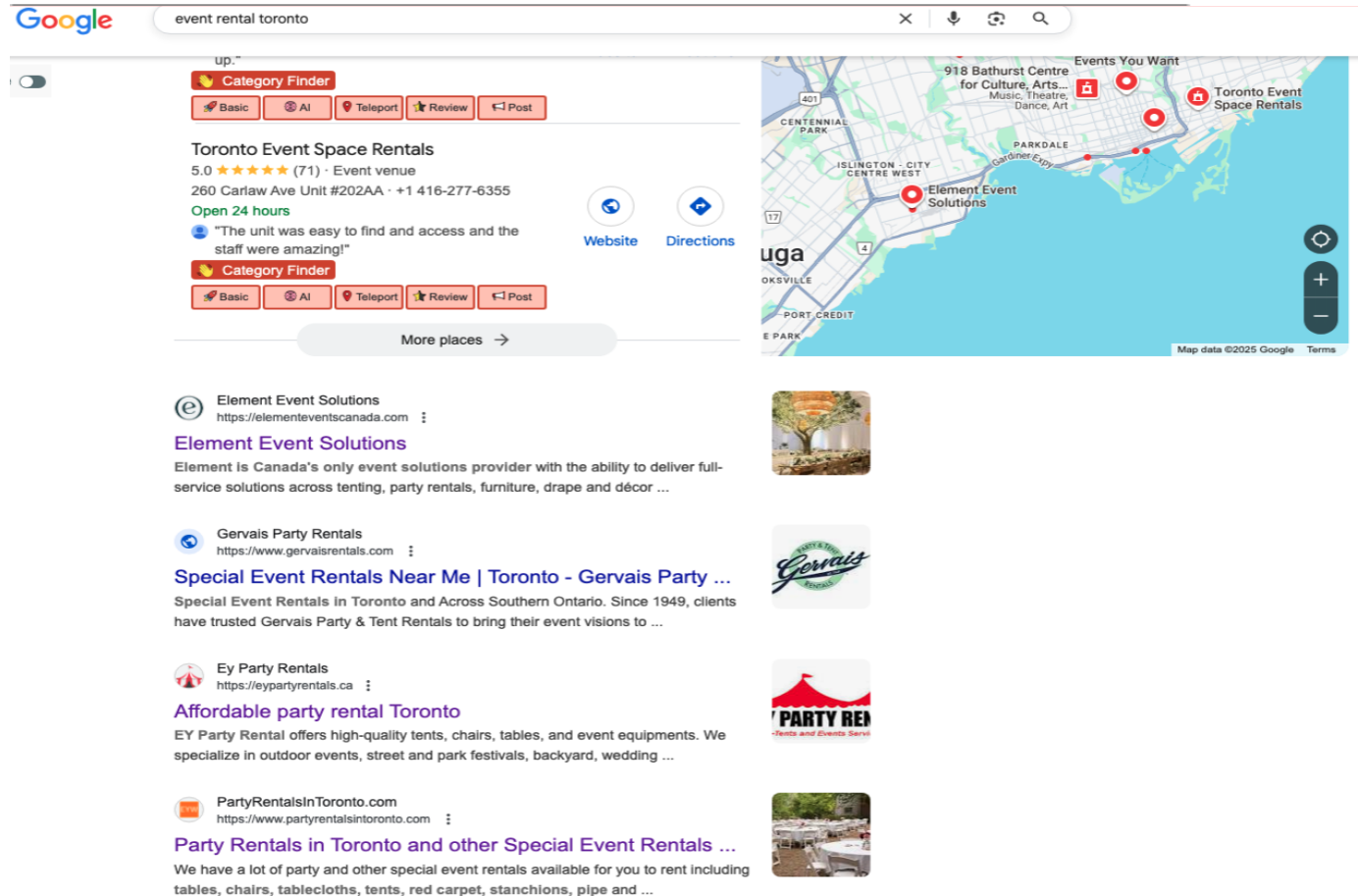
**The Results:** Within few months, EY Party Rentals achieved **Top 3 Google rankings** for highly competitive Toronto event rental keywords.

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## Top 3 Rankings Achieved For:

- “party rentals Toronto”
- “event rentals Toronto”
- “wedding rentals Toronto”



## Key Outcomes:

- Substantial increase in organic traffic and online visibility
- Steady flow of inquiries and bookings from Toronto clients
- Stronger brand presence and authority in the local event rental market

Ready to book more clients for your party rental business?

Partner with Abdullah — SEO Consultant & Digital Marketing Expert.

[View Abdullah's Profile](#)