

# Autocomplete Takeover Case Study

**Smoky Mountain Distributors, Gatlinburg TN**

Driving search visibility and qualified engagement through strategic autocomplete optimization across Tennessee mountain tourism markets.



Search...



# Objective & Strategy

## Campaign Goal

Increase brand visibility and drive search engagement by strategically positioning Smoky Mountain Distributors' name in Google and Bing's autocomplete dropdown for high-intent vacation and lodging searches across the Gatlinburg and Pigeon Forge tourism markets in Tennessee.

## Our Approach

The Autocomplete Takeover campaign, conducted over 30 days, targeted carefully selected vacation and lodging keywords paired with Gatlinburg and Pigeon Forge geographic modifiers across the Tennessee Smoky Mountain tourism market. By optimizing autocomplete visibility and click volume, we ensured Smoky Mountain Distributors appeared prominently when potential travelers searched for vacation packages, cabin rentals, and lodging options in Gatlinburg and Pigeon Forge. The campaign delivered 1,403 clicks, significantly exceeding the contracted 400 clicks, achieving 3.5 times the expected performance.

## Keywords

- vacation in gatlinburg tn
- vacations in gatlinburg tn
- gatlinburg tennessee vacation packages
- gatlinburg family vacation packages
- gatlinburg tn vacation package deals
- gatlinburg vacation packages
- cabins pigeon forge
- pigeon forge vacation packages
- cabin rentals gatlinburg
- cabins gatlinburg
- gatlinburg condo rentals

# Exceptional Results

30-Day Campaign Performance (August 2025)

**1,403**

**Total Clicks Delivered**

350% of contracted volume

**3.5x**

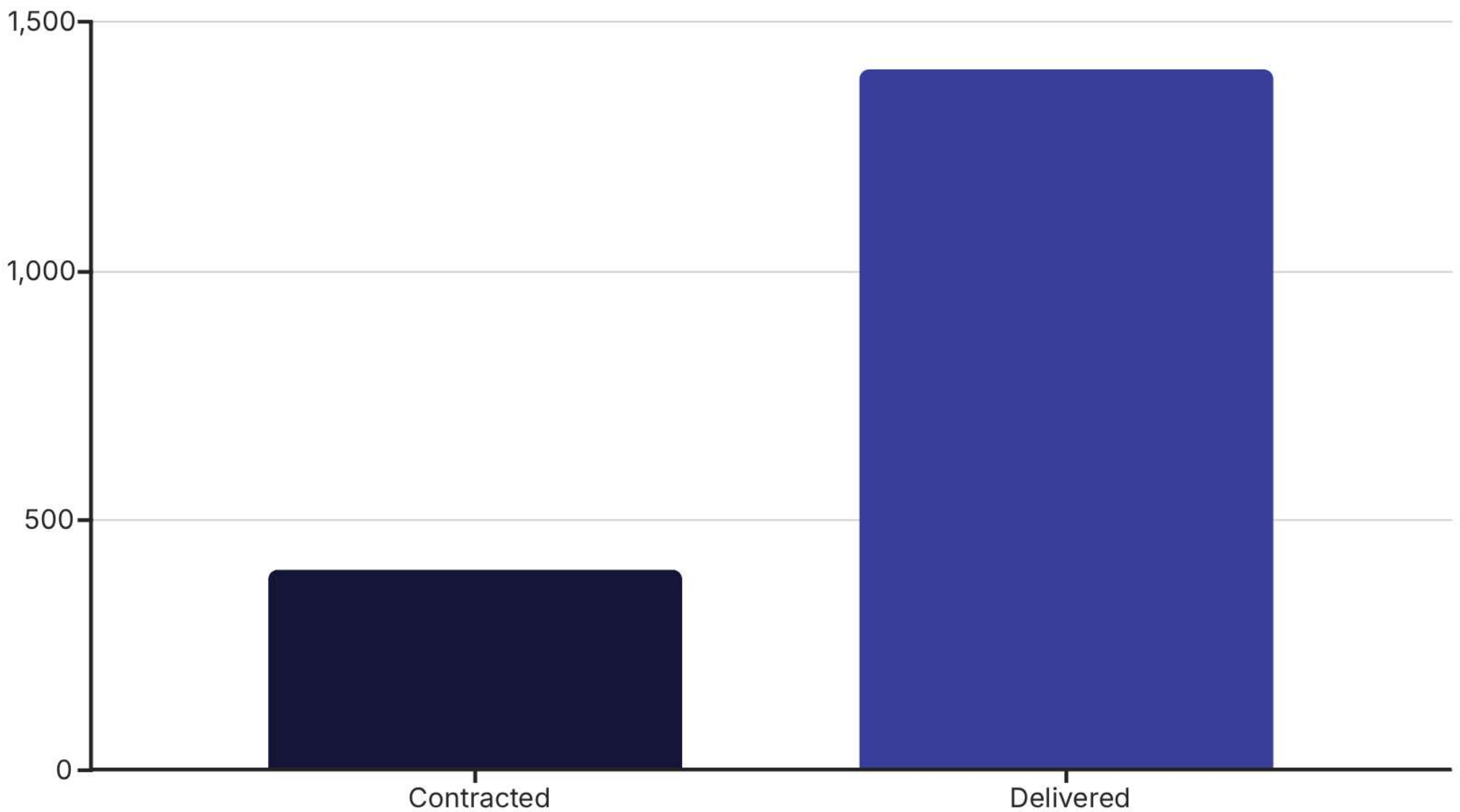
**Performance Multiple**

Exceeded expectations significantly

**11**

**Keywords Targeted**

High-intent vacation and lodging searches



📌 **3.5x Click Performance** - Exceptional search visibility and engagement across search platforms, with strong engagement across the Tennessee Smoky Mountain tourism market (Gatlinburg and Pigeon Forge). Campaign delivered significant exposure for vacation packages, cabin rentals, and lodging services.