

B**BlogMaster360**

• CASE STUDY • LOCAL SEO + LINK BUILDING

Houst: #1 on Google UK for Airbnb management.

How our local SEO, guest posts and outreach link building helped a UK short-let management company rank first for the searches property owners use to find a manager.

THE GOAL

Make Houst the first result when UK property owners search for Airbnb management, in London and beyond.

#1

“airbnb management”

1.2K searches a month · UK

#1

“airbnb management
london”

400 searches a month · UK

16K

Monthly organic visits at
the September peak

Up over 50% from May

\$24.3K

Monthly traffic value

6.6 times the whole project
cost

Client: Houst

Airbnb management · UK

Project value \$3,674 · 11 orders

Data: Ahrefs, Oct 2026

THE CLIENT · THE CHALLENGE

A short-let manager in a busy local market.

Houst manages Airbnb and short-term rental homes for homeowners, landlords and investors. It handles listings, guests, cleaning and maintenance, and earns a commission on rental revenue.

WHAT HOUST DOES

Airbnb management

Multi-platform listings

Price optimisation

Guest vetting & check-ins

24/7 guest messaging

Cleaning & housekeeping

Maintenance

Host dashboard

WHERE IT WORKS



London

Home market



More UK cities

Manchester,
Edinburgh...



Ireland

Dublin, Cork,
Limerick



Abroad

Paris, Dubai,
Sydney...

THE CHALLENGE

“Airbnb management” is a high-value local service search. Owners compare a few companies on page one and contact one of them. Houst needed to rank first for the service and for city searches like “airbnb management london”, against many local agencies chasing the same owners.

OUR BRIEF

- 1 Rank Houst first for “airbnb management” in the UK
- 2 Win city searches with local SEO, starting with London
- 3 Build authority with guest posts and outreach links

PROJECT AT A GLANCE

11

orders completed

\$3,674

total project value

\$334

average order

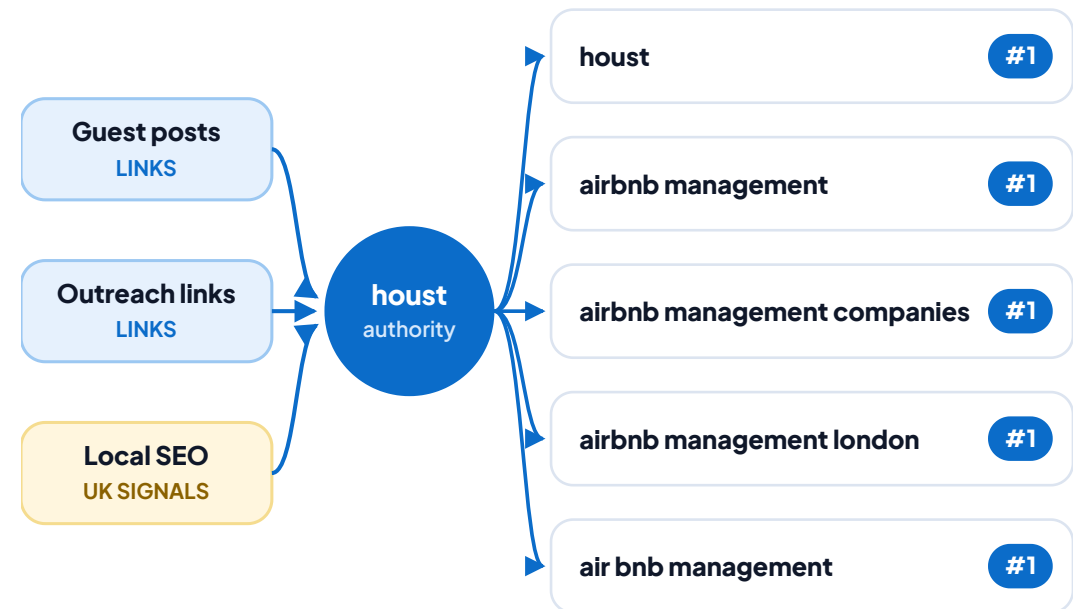
WHAT WE DID

Local relevance, plus real links from real websites.

- 1 Local SEO for a UK business**
UK-focused local SEO so Google sees Houst as a relevant manager in the cities it serves, starting with London.
- 2 Guest posts**
Articles on relevant, established websites with natural links to Houst's service and city pages.
- 3 Outreach link building**
Manual outreach to real site owners and editors to earn links from websites with genuine audiences.
- 4 Focus on the pages that win owners**
Links and local signals pointed at the homepage, the London management page and city pages like Dublin.

How the work reaches the rankings

A simplified view of the SEO for houst.com



- Links:** guest posts and outreach links point to Houst's service and city pages.
- Local SEO:** UK local signals tell Google which cities Houst serves.

RESULTS · RANKINGS

#1 on Google UK for every top keyword

Ahrefs · October 2026

5 of 5

top keywords rank #1

4,450

monthly UK searches where Houst is #1

2,450

of those are service searches, not the brand name

Keyword	Search type	Searches / mo	Position
houst	Brand	2K	#1
airbnb management	Service	1.2K	#1
airbnb management companies	Comparison	600	#1
airbnb management london	Local service	400	#1
air bnb management	Service	250	#1

Top countries

United Kingdom	34%
United States	21%
Australia	15%
South Africa	6%
France	6%

Top keywords

houst	1	2K
airbnb management	1	1.2K
airbnb management companies	1	600
airbnb management london	1	400
air bnb management	1	250

Top pages

https://www.houst.com/	1.5K	34%
https://www.houst.com/airbnb-business/dublin	466	10%
https://www.houst.com/blog/how-to-start-airbnb-business-without-owning-prope...	341	8%
https://www.houst.com/airbnb-management/london	337	8%
https://www.houst.com/blog/booking-com-nhs-discount	214	5%

Ahrefs · top countries, keywords and pages

EVIDENCE

PAGES THAT BRING IN VISITORS

Share of UK organic traffic · visits a month

Homepage

34%

1.5K

Dublin Airbnb business

10%

466

Blog: start an Airbnb business

8%

341

London Airbnb management

8%

337

Blog: NHS discount

5%

214

One month of traffic is worth 6.6x the project

Ahrefs · Oct 2026

16K

Monthly visits at the peak
September 2026, read from the chart

+50%

Growth, May to September
From about 10K to 16K a month

13K

Organic visits a month now
Ahrefs estimate, October

34%

Visitors from the UK
Then US 21%, Australia 15%

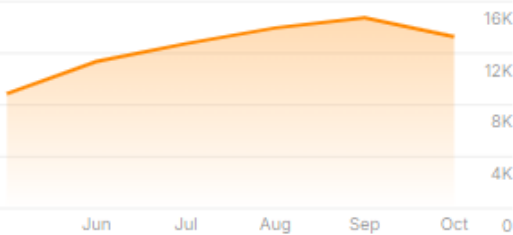
Organic traffic of <https://www.houst.com/>

Domain including subdomains

Organic traffic | Traffic value |
13K | \$24.3K

Domain Rating | URL Rating |

Get DR and UR free with [Ahrefs SEO Toolbar](#)



Ahrefs · organic traffic, May to Oct 2026, peaking in September

EVIDENCE

Project cost vs. monthly traffic value

Traffic value = what the same visits would cost in Google Ads

Whole project, 11 orders \$3,674

Organic traffic value, every month \$24,300

6.6x

One month of organic traffic is worth about 6.6 times the whole project cost.

WHY IT WORKS

Local relevance plus links from real websites, pointed at the service and city pages, so Houst ranks for what owners search.

BEYOND THE UK

Visitors also come from the US, Australia, South Africa and France, where Houst also operates.

RANKED THROUGH SEPTEMBER

The latest order was placed in July 2026. Traffic kept rising to its September peak and was at 13K in October.