RANK ROOTS

LOCAL SEO & LINK BUILDING · CASE STUDY

HOUST
#1 ON GOOGLE UK FOR AIRBNB MANAGEMENT

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



CLIENT
Houst · houst.com

INDUSTRY
Airbnb and short-let management, UK

SERVICES
Local SEO, guest posts, outreach link building

PROJECT
11 orders · $3,674 in total · last order July 2026

DATA
Ahrefs, October 2026

PREPARED BY
Rank Roots · October 2026

Prepared by Rank Roots. Rankings, traffic and traffic value are Ahrefs estimates for October 2026, not Search Console data.

01 · OVERVIEW

A short-let manager in a busy local market

Rank Roots combined UK-focused local SEO with guest posts and outreach link building for Houst, pointing all of it at Houst's service and city pages. In October 2026, Ahrefs showed Houst at #1 on Google UK for all five of its top keywords, including "airbnb management" (1.2K searches a month) and "airbnb management london" (400).

#1	#1	16K	$24.3K
"airbnb management"	**"airbnb management london"**	**Monthly organic visits at the September peak**	**Monthly traffic value**
1.2K searches a month · UK	400 searches a month · UK	About +50% from May · read from the Ahrefs chart	Ahrefs estimate, Oct 2026

The client

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	More UK cities	Ireland	Abroad
Home market	Manchester, Edinburgh...	Dublin, Cork, Limerick	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 such as "airbnb management london", against many local agencies chasing the same owners.

The goal

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

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	$3,674	$334
orders completed	total project value	average order

02 · WHAT WE DID

Local relevance, plus real links from real websites

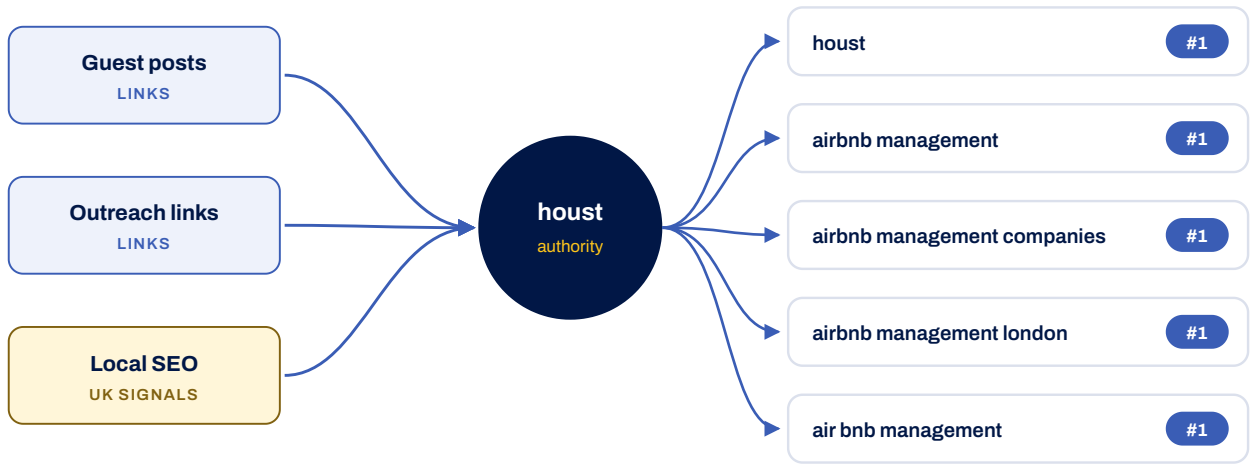
1 **Local SEO for a UK business**
UK-focused local SEO so Google sees Houst as a relevant manager in the cities it serves, starting with London.

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 such as 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.

03 · RESULTS: RANKINGS

#1 on Google UK for every top keyword

In October 2026, Ahrefs showed Houst at #1 on Google UK for all five of its top keywords: 4,450 monthly UK searches in total, 2,450 of them for the service rather than the brand name.

5 of 5

top keywords rank #1

Google UK · Ahrefs, Oct 2026

4,450

monthly UK searches where Houst is #1

Sum of the five keywords

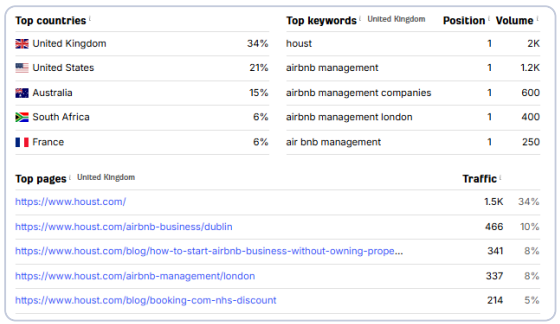
2,450

of those are service searches, not the brand name

4,450 minus “houst” (2K)

KEYWORD	SEARCH TYPE	UK 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**

Ahrefs, October 2026. Google UK positions and monthly UK search volumes.



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

Top keywords (United Kingdom)	Position	Volume
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 (United Kingdom)	Traffic	
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%

Original project evidence. Ahrefs, October 2026: top countries, top keywords (United Kingdom) and top pages for houst.com. Unedited.

04 · RESULTS: TRAFFIC AND VALUE

Traffic rose to a September peak

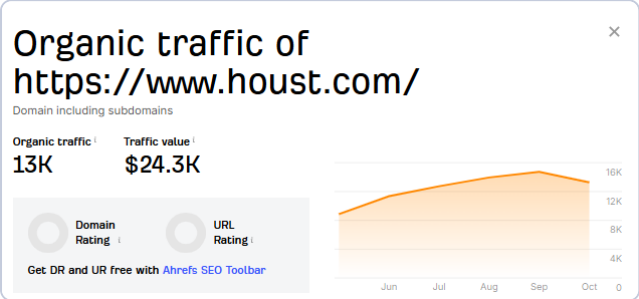
Ahrefs estimates Houst's organic traffic rose from about 10K visits a month in May 2026 to about 16K at its September peak, then 13K in October. Visitors come mostly from the UK (United Kingdom 34%, United States 21%, Australia 15%, South Africa 6%, France 6%).

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 2026

34%
Visitors from the UK
Then US 21%, Australia 15%



Original project evidence. Ahrefs SEO Toolbar, October 2026: organic traffic (13K) and traffic value ($24.3K) for houst.com, with the trend peaking in September. Unedited.

Project total vs monthly traffic value

Whole project, 11 orders
$3,674

Organic traffic value, per month
$24,300

At Ahrefs' October estimate, Houst's organic traffic would cost about $24.3K a month to buy as Google Ads clicks: about 6.6 times the $3,674 project total. Traffic value is an advertising-cost estimate, not revenue or profit.

Pages that bring in visitors: share of UK organic traffic · visits a month (Ahrefs, Oct 2026)

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

05 · KEY TAKEAWAYS

What made the difference

Why it works

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

Ranked through September

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

Beyond the UK

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

RESULTS SUMMARY

METRIC	START	RESULT	SOURCE AND PERIOD
Google UK position: “airbnb management” (1.2K searches/mo)	–	**#1**	Ahrefs, Oct 2026
Google UK position: “airbnb management london” (400 searches/mo)	–	**#1**	Ahrefs, Oct 2026
Top keywords ranking #1 on Google UK	–	**5 of 5**	Ahrefs, Oct 2026
Organic visits per month	about 10K (May 2026)	**about 16K (Sep 2026 peak); 13K (Oct 2026)**	Ahrefs estimate; May and Sep read from the chart
Organic traffic value per month	–	**$24.3K**	Ahrefs estimate (equivalent Google Ads cost), Oct 2026

How to read these results

Rankings, traffic and traffic value are Ahrefs estimates, not Search Console data. The study shows Houst’s positions in October 2026; starting positions aren’t included, and rankings also reflect Houst’s own brand and marketing.

RANK ROOTS

Rank Roots

Local SEO and link building · Data: Ahrefs, October 2026

Figures are from the tools named beside each one. This case study makes no guarantee of future rankings or traffic.

WANT YOUR SERVICE PAGES TO RANK FIRST IN YOUR CITY?

Message Rank Roots
fiverr.com/agencies/rankroots