

CASE STUDY



Travel SEO

How we increased website traffic of our client from Google by 487% and online enquiries by 113% with our proven Travel Ranking System.



“Travel SEO mined through our digital data, audited our website and asked the right questions. They found out what our potential customers are searching for which helped us to dominate our website in Google. It was very insightful that opened our eyes and changed how we do online marketing.”

Nick Stuart
CEO, Travel Business Owner

478%

organic traffic
increase

234%

increase in
overall conversion
rate

113%

enquire increase

The Client

AUTHENTIC PRIVATE TOURS

INDUSTRY TRAVEL

The company is dedicated to providing authentic and unforgettable tailor-made, private and group tour experience. Using passionate local guides and proven itineraries, the company showcase the tours to their customers.

The Challenge

MAKING PRIVATE TOURS STAND OUT (AND SELL ONLINE)

Pinpointing why people should book a tour from you isn't easy, even when you're selling a competitive product online like an authentic private or group tours. This was the case for Nick, who was struggling to create a compelling content for his brand online. Besides that his website had a very low amount of traffic and clients did not find his services in Google's Search Engine.

Nick wanted to know what their potential clients are searching for? What were their doubts? What was the most important to them? How can he drive traffic to his website without paying ads on Facebook or Google?

He knew that if he could nail the answers to these questions, his website could do a better job generating traffic from Google, and he would be able to increase enquiries and his gross profit margin. He also knew that the right content is not enough to generate traffic to his website.

To find the right keywords and write the appealing posts that would resonate with his customers, Nick knew that he would have to look for help beyond his small team of 16 people who does not have SEO experience.

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“Our service sounds simple -it's a private and group tour provider by local people. We wanted to drive targeted traffic to our website and at the same time educate our visitors. We were trying to figure out the best way to drive visitors to our website from Google Search effectively.”

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The Solution

FULL SEO AND COPY MAKEOVER

Nick decided to use our service to produce appealing blog posts, service page copies and build quality, niche relevant links to his website. He hoped that our Travel Ranking System would help to generate more targeted traffic to his website. We gave him a detailed SEO audit that helped him understand the common errors and optimization problems. Nick ended up getting more than he bargained for when we used the Travel Ranking strategy that helped many travel businesses dominate their niche in Google.

With our data driven process and research method we knew that our content strategy and link-building method would work and speak directly to the key motivations and pain points of Nick's target audience.

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“Travel SEO was able to find the main issues and errors on our websites right away. David mined through the data and provided us more insights than we ever could have. It really opened our eyes and changed what type of content we publish online and the true benefits of link-building and SEO.”

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The Result

ORGANIC TRAFFIC INCREASED BY 487% IN THE FIRST 5 MONTHS

A key aspect of our strategy was fixing the technical SEO issues, rewriting the homepage and tour pages and providing informative blog posts using words and phrases that came directly from the mouths of potential clients. Due to the low amount of links pointing to Nick's website, we've built niche relevant backlinks to the important pages from quality web properties.

Our research and strategy was right.

Since implementing our changes on the website, not only has the organic traffic increased by 487% on the service pages and blog posts the conversion gone up to 234%, online bookings has increased 113%. Overall, gross profit through the entire website has gone up significantly which Nick says is "the biggest deal" for his team.

Nick is currently dominating his niche with their services in Google Search and he credits a lot of these improvements to the work we did on their overall website.

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“After a couple of months, we've skyrocketed the top of Google search and our website started to gain visitors naturally. Now 86% of our customers are coming from Google and we receive hundreds of emails monthly.. thanks to the brilliant team at Travel SEO.”

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Travel SEO

Discover our travel industry focused SEO strategy and get more targeted website visitors

Boost your organic traffic with our proven strategy and start closing more clients online.

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