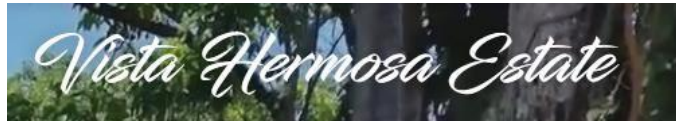




TRAVEL

SEO EXAMPLES



For this project, we produced a SEO coded website from the ground up along with foundational SEO work that took the site to the top page for expensive, travel keywords that are worth up to \$44 per click (Google Ad equivalent). In our campaign, we also created a click funnel built-in to the site to maximize conversion rates.

Keyword	Pos.	Volume	CPC (USD)	Traffic %
vista hermosa ▼	4	2,900	0.00	44.03
vista hermosa costa rica ▼	1	140	0.48	24.29
vista hermosa estate costa rica ▼	1	50	0.81	8.67
vista hermosa manuel antonio ▼	1	40	0.00	6.94
hermosa villa costa rica ▼	1	70	0.00	6.94



A local company that specializes in Iceland required rankings improvements for “Iceland travel activity” keywords. We executed an SEO strategy and implementation plan to improve their online presence and increase lead acquisition quickly.

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
adventure point iceland ▼	2	70	0.00	9.89
barnloft iceland ▼	2	50	0.00	6.59
swim with orcas iceland ▼	5	90	0.00	4.39
icelandic aviation museum ▼	11	90	0.00	4.39
kol restaurant reykjavik ▼	3	50	0.00	4.39



Authentic China Discovery

Owners of the site had tried SEO and PPC in the past, but they needed real results. While it's uncommon for ranking results to come quickly, the business owners saw results come in month after month, and this showed them promise to keep making the campaign promotions going and follow the SEO plan.

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
china expedition tours ▼	1	70	0.00	11.20
camels hump chinese food ▼	11	880	0.00	8.20
wuhan food ▼	7	1,000	0.00	8.00
haikou food guide ▼	1	50	0.00	4.59
hainan souvenirs ▼	1	30	0.00	2.80