

072 - SEO Case Study - Tourism

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:29

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:38

Welcome back to Seoleverage.com. My name is Gert Mellak, and you're listening to Episode 72 of our podcast. Today, I would like to talk about a project we have done in the tourism industry. This is a case study that's also published over at Seoleverage.com, where you can click on results in the header and find more information about this. We are mostly working on 30 to 40 different products, at least at any given time. But I remember this one really, really well. It was the business owners wife who reached out and said, Look, we're looking for an SEO company based in Spain, in this case, that is going to help us drive more relevant traffic into our sales funnels specifically to our website where people can then actually go and purchase a service, but needed help to actually drive this traffic. The company had quite some success in other countries already. But those really having a hard time getting to launch their Spanish website. What they did have, though, was a series of questions answered on their blog already targeting all kinds of possible angles around their main service. And people wanted to know how this worked, what the costs were, if this was necessary, if they had to have this, and what were the implications of traveling as a group and with a family with kids, etc. So first of all, we did a full site audit on our end, in order to really get to know the ins and outs of the current website, and the performance of every single URL in the last six or even 12 months to know what we're dealing with. What this gave us were two things. On the one hand, we found some quick wins, where we could optimize a few texts in order to get the rankings up and get more clicks. And on the other hand, we found a clear gap in terms of link building to some key pages, but also link building internally. So the internal links between the different questions and answers, and the articles were almost non existent. So what began was actually a site structuring with internal linking, but also an outreach process where we reached out to people in the tourism industry specifically in their target clients area, and then tried to get content published here linking to our clients, but not only fresh content, but also, we were pursuing link in circles and other types of links, in order to boost the relevance as fast as possible. But still looking naturally to our clients website. The results we were getting were amazing. Not only did we push rankings to page one within in a matter of, I think three four months, we got also decide to become the leading website of a portfolio of six different sites in different countries. And actually, I think, triple or quadruple the revenue within a very short timeframe for our particular client. Needless to say

this client had been sticking with us for a long, long time, and even gave us the SEO campaigns of their other websites as well, in order to apply our Erica framework, our link building approach, and essentially the same tactics and strategies to those sites as well. Specifically, I still remember great success in France, and Italy on this project. And also we have doing some very good work on their UK based location. What this has really shown us is that our methodologies work even in such competitive spaces as tourism. And this has been a great learning as well for us, because it showed us what link building done in a strategic way can actually do for a site, especially when it's done in a consistent way and targeting the right URLs and the right mix of branded and non branded anchor texts. Now if you think it would be interesting to get some assessment on your internal and external links as well, head over to Seoleverage.com and book a free call with me so we can have a chat, check out your website, check out your niche, see what role link building has in general and draw a game plan on how to make this work for you. My name is Gert Mellak you're listening to Seoleverage.com, episode 72. We have all the episodes in a written version of them over at Seoleverage.com/podcast.