

Tourism Company Now Ranking #1!

SEO Case Study

Travel and Tourism Industry

BLACK POWDER
MARKETING

In this case study, you'll learn exactly how we boosted the rankings of a travel & tourism site all the way up to the top of page 1 in Google with our Managed SEO Service Package .

Ready to get started?

Background

This is a site in the travel niche focused on guided tours.

This client actually had their own content team, so we solely focused on link building.

From the time they started buying packages from us, estimated traffic was about 1,700 per month, but now it's 10,000+ per month!

Here's how we did it:

The SEO Audit

The first thing we always do as a part of our managed SEO service is to do an audit of the site.

We look at things like current traffic, backlinks, anchor text, and more.

We found no penalties on the site and it was off to a good start thanks to their in-house content team and consistency.

Before they joined the Managed SEO package, they were already doing link building a-la-carte with 5-15 DA30+ Guest Post links per month.

With that said, we saw they were focusing on exact match anchors so to protect this site, we wanted to make sure we had diversity when building the campaign. This can be a problem if you over-optimize your anchor text, so we took note of that.

Keyword Research - "Easy Wins"

We always like to look for keywords that we can get "quick wins" with. When we did the initial analysis, we found 926 easy wins keyword ranking in position 4-30.

This was great news and many of their pages had great ranking potential. We worked with the client to pick high volume targets, but also used this to identify LSI keywords we could use as anchor text while building links.

Keyword Research - Competitive Gap Analysis

The competitive gap analysis is designed to help us find keywords that your competitors are ranking for that you currently are not. These are often referred to as your hidden goldmines.

We found 92 keywords that they were not targeting yet their competitors were.

Normally we use this as a basis for content creation, however, since they had their own content creation team, we shared this information with them so they could create this content.

The SEO Campaign & Execution

As I mentioned, they were already purchasing high-quality links from us, so that built a nice foundation.

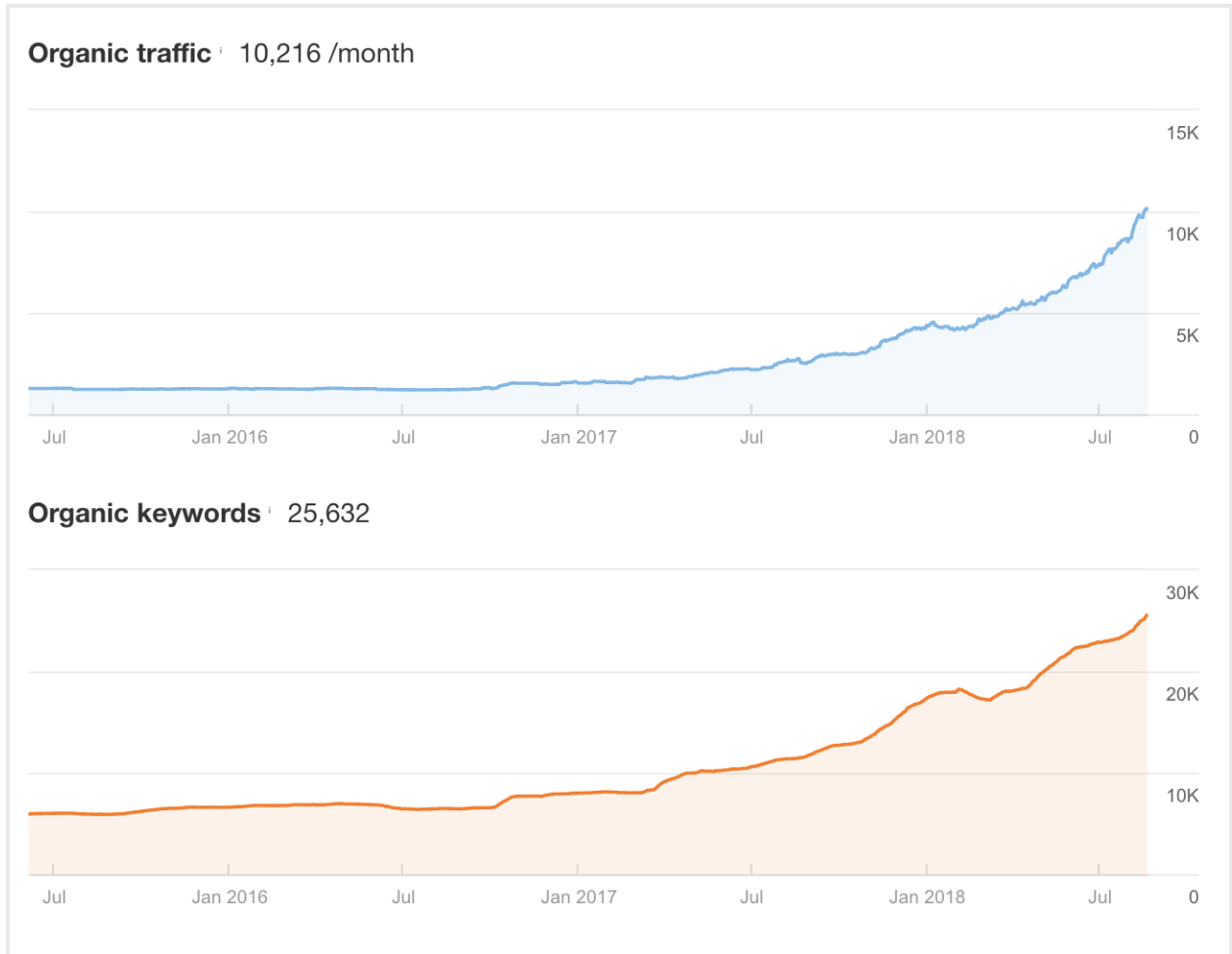
Here is an example monthly campaign:

- 2x Large Diversity Links
- 6x DA10 Guest Posts
- 6x DA20 Guest Posts
- 2x DA30 Guest Posts
- 2x DA40 Guest Posts

It's important to note that we used natural, benign, and "easy wins" LSI type keywords as anchor text to keep a nice diversity.

SEO Ranking Results

The results of this campaign have been fantastic, seeing steady increases month over month.



This site is now ranking in top positions for competitive keywords and has an estimated traffic value of \$26,000 per month.



We see the best results when we add consistent content and links over time. In this case, since this client had a good content team, we were able to focus on high-quality link building.

This is one of the best things about the Managed SEO package - it's flexible and customized depending on your situation.