

Case Studies

Travel SEO Agency — results for hotels, tour operators and DMCs

Client names withheld under NDA. All figures taken directly from Google Search Console and Google Analytics.

Case 1 — Multi-day tour operator, Morocco

The business: An established operator selling multi-day cultural and desert tours to international travellers. Bookings came almost entirely from referrals and repeat guests.

Where they started: Almost no organic visibility outside branded search. Itinerary pages existed but were written for people who already knew the company, not for people searching for a trip.

What we did:

- Technical cleanup and crawl-budget recovery
- Restructured tour and destination URLs into a proper hierarchy
- Rewrote existing itinerary pages for commercial-intent search
- Produced new regional and planning content for travellers in the early exploration phase
- Ran a sustained link acquisition campaign across travel publications and destination resources

What happened: Weekly organic clicks grew from roughly 30 to roughly 120 — a fourfold increase. 446,000 impressions and 3,430 clicks across the period, with average position still improving at the point of measurement.

Timeframe: Eleven months (February 2025 – January 2026).



Case 2 — Hotel, UAE (SEO and paid search combined)

The business: A property competing in one of the world's most expensive and saturated hotel markets.

Where they started: No coordinated organic strategy, and paid spend running without proper conversion tracking — so nobody could tell which searches were producing bookings.

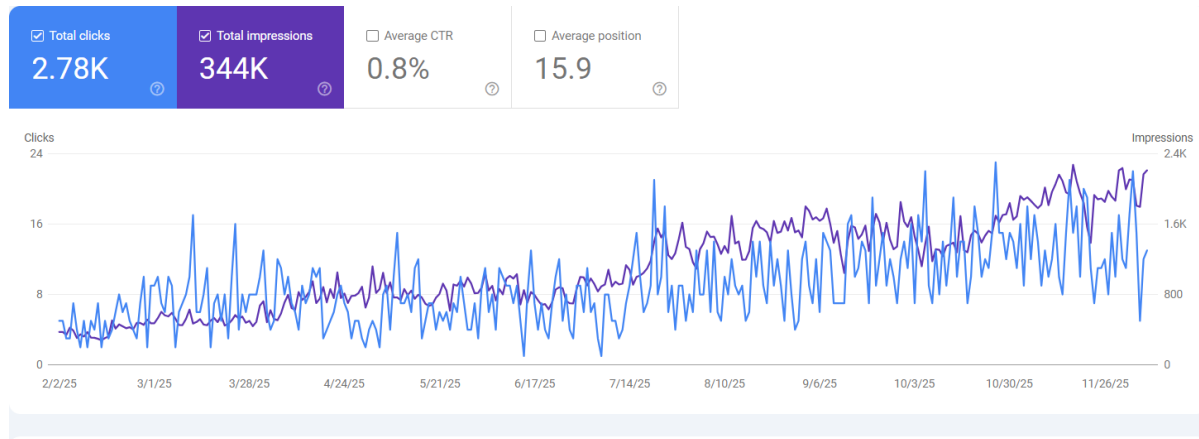
What we did:

- Full technical audit and on-page rebuild of core landing pages
- Restructured the Google Ads account and implemented conversion tracking

- Used paid search data to decide which organic pages to prioritise
- Built destination and experience content around the terms that were converting in paid

What happened: Daily impressions grew from roughly 400 to over 2,000. 344,000 impressions and 2,780 organic clicks across the period — with paid spend now attributable to booking activity rather than guessed at.

Timeframe: Ten months (February – November 2025).



Case 3 — Boutique hotel, Ireland

The business: An independent boutique property with a strong direct and OTA booking base.

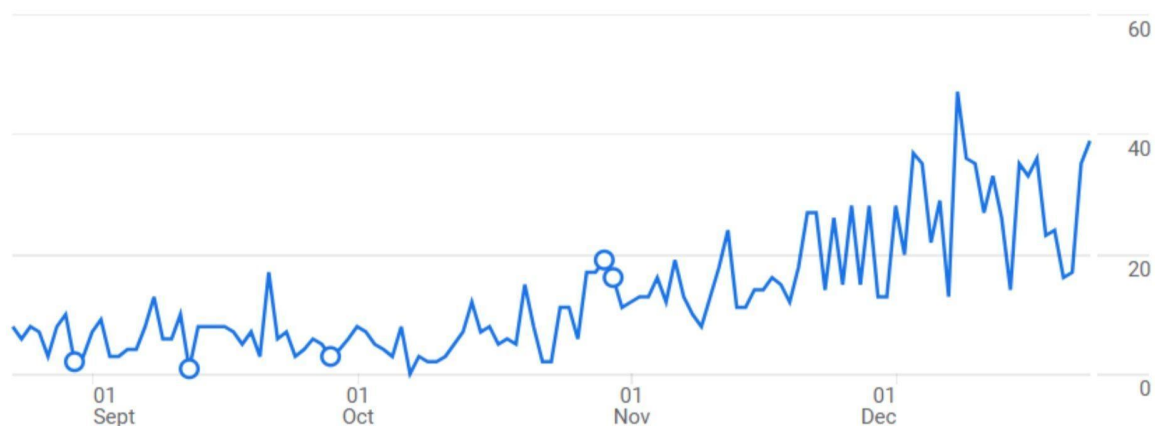
Where they started: Negligible organic traffic. Content existed but was thin and poorly structured, and the site was not competing for the destination searches that fill rooms.

What we did:

- Technical fixes and an internal linking restructure
- Rewrote the core landing pages
- Launched a content programme around destination and experience topics
- Ran backlink acquisition in parallel from month one

What happened: Daily organic clicks rose from roughly 8–10 to roughly 40 — a fourfold increase inside a single quarter.

Timeframe: Four months.



Case 4 — Local tour operator, Switzerland

The business: A regional operator running local and day tours, with a strong offline reputation.

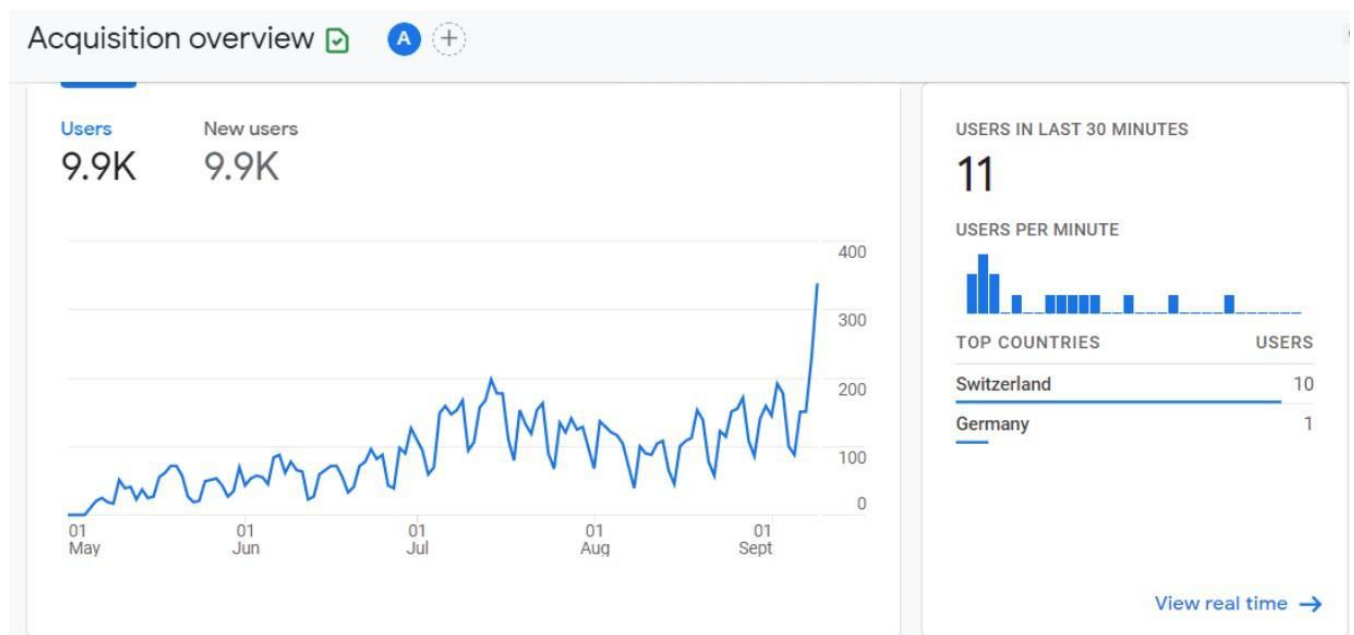
Where they started: Almost no search traffic at all. The reputation existed locally but did not exist on Google.

What we did:

- Built a destination content library from a near-zero base
- Optimised the existing tour pages for local and regional search intent
- Established the technical and internal linking foundation to support new content

What happened: Roughly 9,900 users acquired, growing from a near-zero baseline to a stable 100–200 visitors a day, with peaks above 350 as the season built.

Timeframe: Four months (May – September).



Case 5 — Hotel chain, UK (promotional campaign)

The business: A multi-property UK hotel group running a seasonal promotional campaign.

Where they started: The offer existed but was not being found. Search demand for the group's own brand and offer terms was going to third-party listing sites rather than to the group's own pages.

What we did:

- Built and optimised dedicated promotional landing pages for the campaign
- Recaptured brand and offer-related search that was leaking to third-party sites
- Structured metadata and page titles around the exact offer terms people were searching

What happened: 49,900 clicks from 107,400 impressions — a 46.5% click-through rate, meaning nearly half of everyone who saw the listing clicked it. Daily clicks grew from under 50 to a peak of over 600 throughout the campaign.

Timeframe: Roughly three and a half months (late December – early April).



Case 6 — International tour company (long-term content programme)

The business: A tour company building an organic channel from scratch as its primary acquisition route.

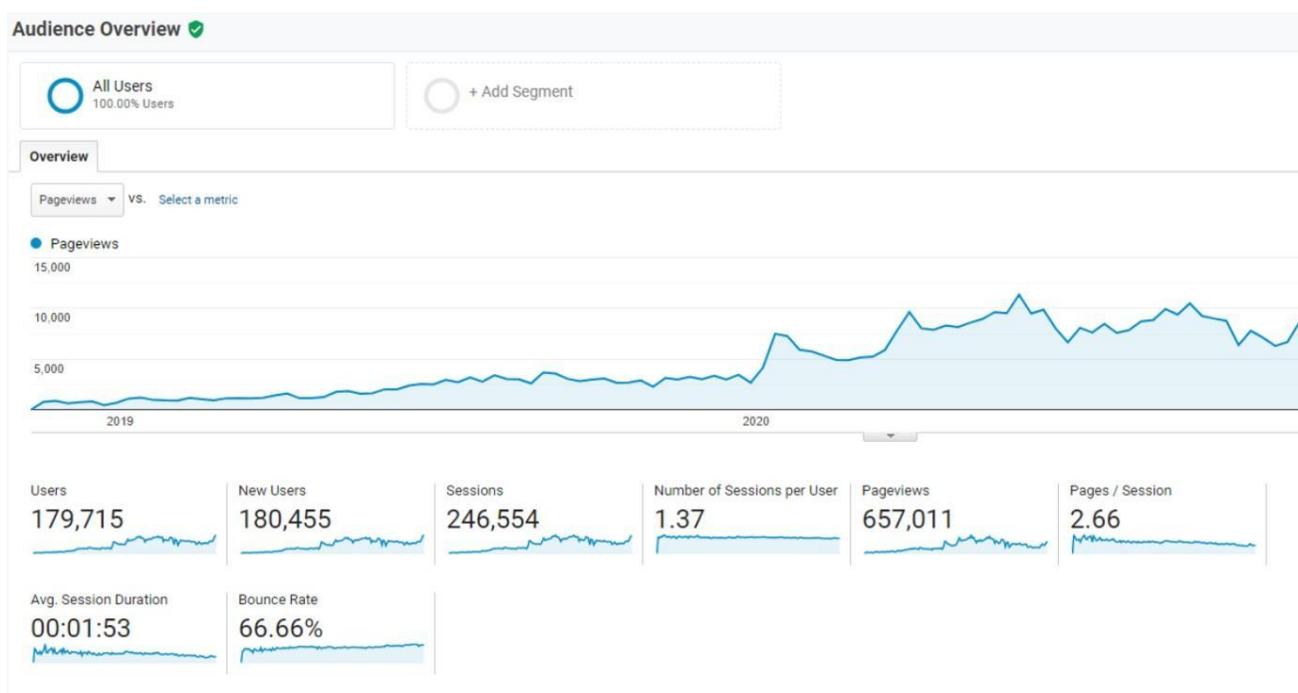
Where they started: close to 0 organic traffic, and no content answering the questions travellers ask before they book.

What we did:

- Ran a sustained, multi-year content programme built around traveller research intent
- Structured the site so new content reinforced the commercial tour pages
- Built links steadily alongside publication rather than in bursts

What happened: Nearly 180,000 users and 246,000 sessions, producing 657,000 pageviews. Visitors read 2.66 pages per session and stayed just under two minutes — engagement well above what a thin content site produces, and a sign that the content was answering the question rather than just ranking for it.

Timeframe: Approximately two years.



Case 7 — DMC (destination awareness campaign)

The business: A destination management company needing to build awareness at scale in its source markets.

Where they started: Strong operational reputation with trade partners, almost no visibility with the travellers those partners were selling to.

What we did:

- Built a high-reach destination content programme aimed at the top of the funnel
- Targeted the informational searches travellers make long before they book
- Used that reach to establish the destination authority the commercial pages needed

What happened: Close to one million users and over 1.1 million sessions. This was an awareness campaign measured on reach, not on booking intent — the traffic did its job at the top of the funnel.

Timeframe: Approximately three years.

