



Does your search engine marketing establish your position?

Audley Travel specialise in tailor-made individual itineraries for discerning travellers seeking authentic experiences around the world. Audley Travel was concerned their most important keywords were ranking outside the top 100 on Google so approached SEOptimise to increase the company's visibility online. With the specialist travel industry becoming more competitive and competitor spend increasing, Audley needed to ensure it had a prominent position online.

SEOptimise devised a strategy to strengthen Audley Travel's organic optimisation and increase traffic levels. Working with Audley's highly accomplished in-house technical team to optimise the website code and increase rankings for specific and relevant keywords and search strings.

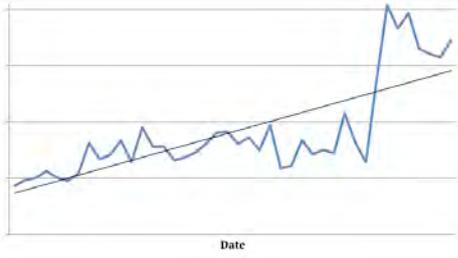
Overall the project has seen some very good results, with overall traffic increasing by 142% and traffic from organic search increasing by 196%. In addition to this there have been some great results from social media and referring sites; from nothing these sites now provide significant visitor numbers.

“Since we began working with SEOptimise, we’ve seen real and measurable results. They were able to quickly grasp how we work and what we wanted to achieve providing us with a clear strategy to move us forward.”

**e-Commerce Manager
Audley Travel**

Results - Traffic

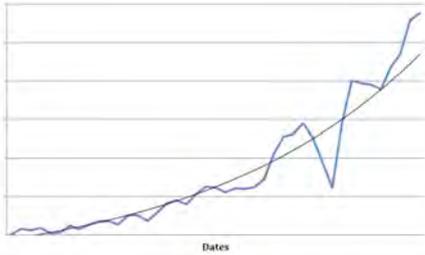
SEOptimise began search engine optimisation work for Audley travel in May 2008. During this time overall traffic to the Audley Travel website has increased as is shown in the graph below:



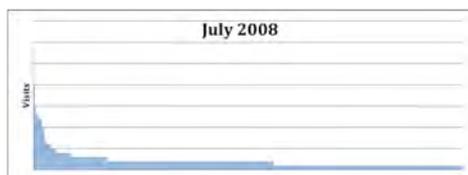
This shows a significant increase in visits. Since the start of the project, through to early 2009 the organic traffic element has increased by a staggering 196% due to an increase in search volume and increased search engine rankings for a wide-range of optimised key terms and this is continuing to grow. Overall traffic increased by 142%.

Brand Traffic

Commonly during the travel buying cycle users will revisit the website several times, often via different sources, whilst deciding upon which holiday to purchase. At the latter stages of the buying cycle it is likely a user will perform a brand query in order to revisit the website. The graph below shows organic search engine traffic from keywords that do not contain the word 'Audley', showing the results of the work carried out by SEOptimise:



The increase in non branded traffic could be caused by increasing search volumes on search terms for which Audley Travel already ranked for. The bar charts below, showing the number of visitors for each keyword, indicate that this is not the case:

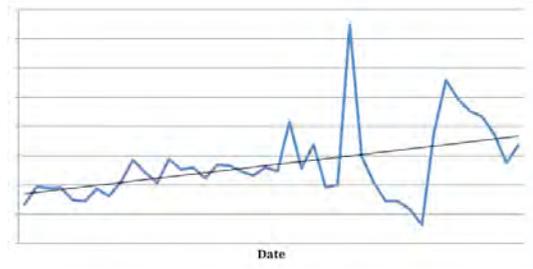


The results show that between July 2008 and February 2009 Audley Travel received traffic on 3.5 times the number of different, non-branded search queries (excluding the term 'Audley'). The graph for July has a "fat tail" showing that none of the keywords has a high search volume and that the number of keywords is small. Contrast this with the graph for February which has a "long tail" and a "fat head." This shows that Audley travel are receiving traffic from several high volume keywords in addition to thousands of low volume terms.

The bulk of the search engine optimisation project included optimising multiple countries, places, hotels, holidays and tours throughout the audleytravel.com website. This meant that we were essentially optimising for thousands of different keyword phrases and long-tail variations of queries.

Conversions

Although the increase in traffic is significant, more importantly the quality of traffic must remain high in order to generate an increase in sales and profit. In the case of Audley Travel, the sales process involves an element of consultation, building a tailor made holiday for each client. It is therefore more difficult to produce exact conversion data, but using a combination of website driven brochure and quote requests there has been a significant increase in conversions.



Results

The results of the work have been significant, a 196% increase in the organic traffic, and the introduction of social media areas that have seen significant visitors from a number of sites such as StumbleUpon and linkbait that has resulted in a top three ranking for 'Billy Connelly Canada' which provides a good level of visitors thanks to the television series. The campaign so far has provided excellent return on investment even excluding any branding aspects.

