



CASE STUDIES

STRATEGY

VISIT ENGLAND



The results

- Visibility increase for targeted key phrases associated with destination partners
- 527% YoY organic session increase across pages grouped within the regional hub.
- Long term methodology document developed in collaboration with VisitEngland to content refreshes and planning for further topics.

The key problem

Visit England wished to increase their online visibility, as well as increase organic sessions to their website.

The client

VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy.

Our approach

Strategic

- Increase organic visibility for targeted key phrases with destination partners
- Increase organic sessions within the regional hub section

Tactical

- Implementation of topical hub structure
- Creation of region specific content relating to destinations
- Technical consultation

