

SEARCH ENGINE OPTIMIZATION SUCCESS

Increasing Brand Awareness and Natural Revenue by 160%



"For Viator, the natural search traffic we receive can make or break our business. Improving our rankings across the engines speaks not just to our marketing success, but to our bottom line."

Scott McNeely
Director- Consumer & Affiliate Web



BACKGROUND

An online brand with a focus on providing unforgettable tours and experiences at worldwide destinations has several well-known competitors. Viator first joined Range's client roster in 2006 with the focus on **increasing awareness and natural search ranking results through SEO efforts.**

CHALLENGE

Viator had a relatively low brand awareness in the travel vertical and a set of well-known competitors. By setting aggressive goals with Range, they have ranked in the top spots for non brand terms and decreased the overall cost per booking. In 2008, **Viator challenged Range to increase their natural search traffic and revenue by 60%.** By implementing Range best practices and providing leading SEO strategies these goals were realized.

RESULTS

- » **Natural traffic up 94%** for 2008 vs. 2007
- » **Natural revenue up 106%** for 2008 vs. 2007
- » Range helped Viator achieve **top 5 rankings for tour and activity keywords** in the highly competitive Rome, Las Vegas, Paris, London and Los Angeles markets.
- » **Increased #1 rankings** from 2 to 14 keywords in 2008 for a particular group of highly competitive keywords in the Rome, Paris, Venice, Vienna, Singapore, Barcelona, Cairo, Amsterdam, London, Puerto Rico, Frankfurt and Valencia markets.
- » In that same list, **increased Top 10 rankings on Google from 50 keywords to 159 keywords.**
- » In 2008, Viator took a step to better utilizing asset management with Range Online Media as their guide. With the addition of user-generated images from tours and trips, Viator **increased its presence in image search, the fastest growing of all search verticals.**

R A N G E

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