

CASE STUDY



Denver-tour.com

**Increased Website Traffic & Improved
Ranking Position**

(Project End Date - Sep 2022)

Project Overview

We are Explorer Tours, and we're a local company that has expert local knowledge that will help you to have a better time and keep you safe. Our Denver tours have helped people to learn some of the rich details about Colorado. We offer a variety of tours, and we can look at the context. Also, our guides look at the personality of the individual to tailor a touring package specifically to them for something so that they will have the maximum level of enjoyment.

Our tours in Denver offer you a great way to develop a newer perspective. We have talented and interesting tour guides who have confidence in showing their passions. When you go through us, we will add a deeper level of insight and help you to have more fun while on your tour. Explorer Tours are often full of laughs and learning about some of the most interesting sites in Colorado.

Challenges

The Internet has become overcrowded, and a new website launches every second. So, for a brand, it is not enough to launch its website; they need to seek Optimum SEO solutions to attract clients' attention. We understand that running a business takes hard work and planning; therefore, to support Explorer Tours in this quest, we make a flawless SEO strategy that yields an increased number of qualified leads/sales, relevant traffic, and developing a loyal customer base for the company.

Strategy

We follow a brand-specific approach, which includes planning and implementing steps designed to improve the organic search engine ranking & traffic.

Here are some important parts of our result-oriented SEO approach

- ✚ Find Relevant, Optimized, & Service-Focused Keywords
- ✚ Set Up an Easy to Navigate Site Architecture
- ✚ Landing Page Optimization
- ✚ On-Page SEO Optimization
- ✚ Technical SEO Optimization
- ✚ Improve Site Loading Speed
- ✚ Create High-Quality Backlinks
- ✚ Strong Content Marketing Strategy

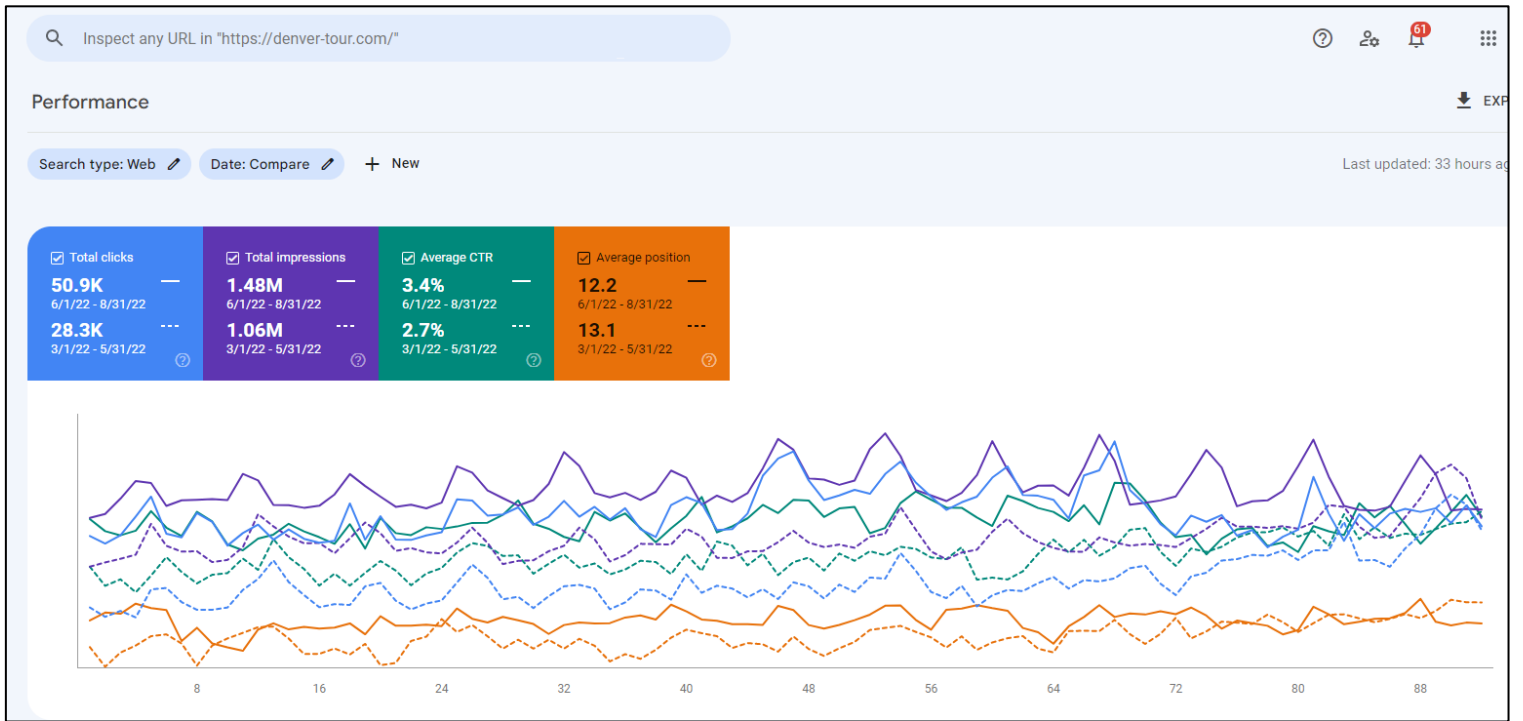
We are aware that it is the right approach to sort and understand the information, which is essential for the marketer to determine what efforts are bringing customers and what areas need improvement to increase ROI to the business.

The Results

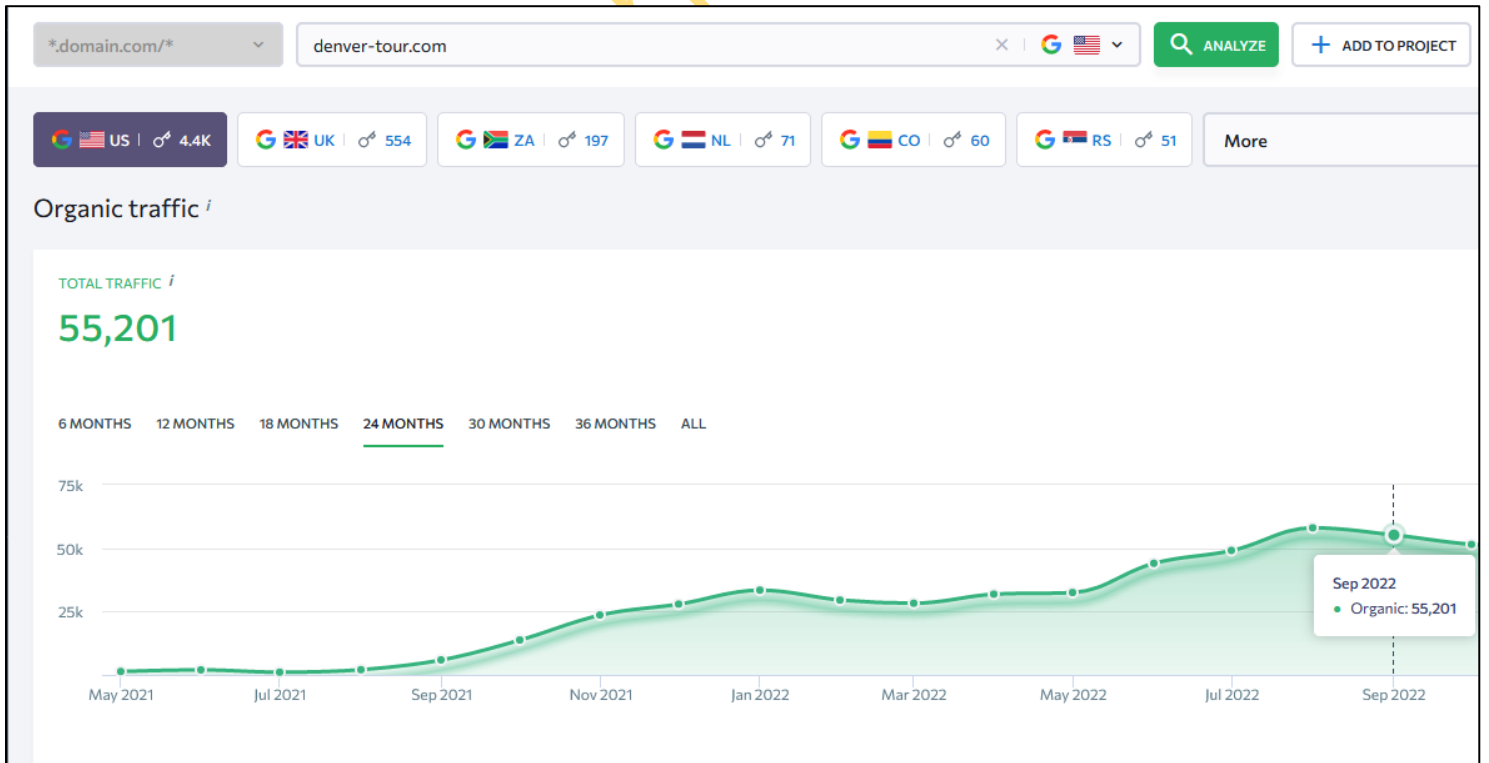
Let's Have a Look at The Ranking Position

<i>denver-tour.com</i>	<i>Ranking Position</i>
<i>Keywords</i>	<i>Google.com</i>
<i>Denver Tours</i>	1
<i>things to do in Denver</i>	2
<i>Rocky Mountain National Park Tours from Denver</i>	1
<i>Denver trips</i>	13
<i>what to do in Denver</i>	2
<i>Day Trips From Denver</i>	12
<i>day trip from denver</i>	9
<i>sightseeing denver</i>	6
<i>denvercolorado attractions</i>	6

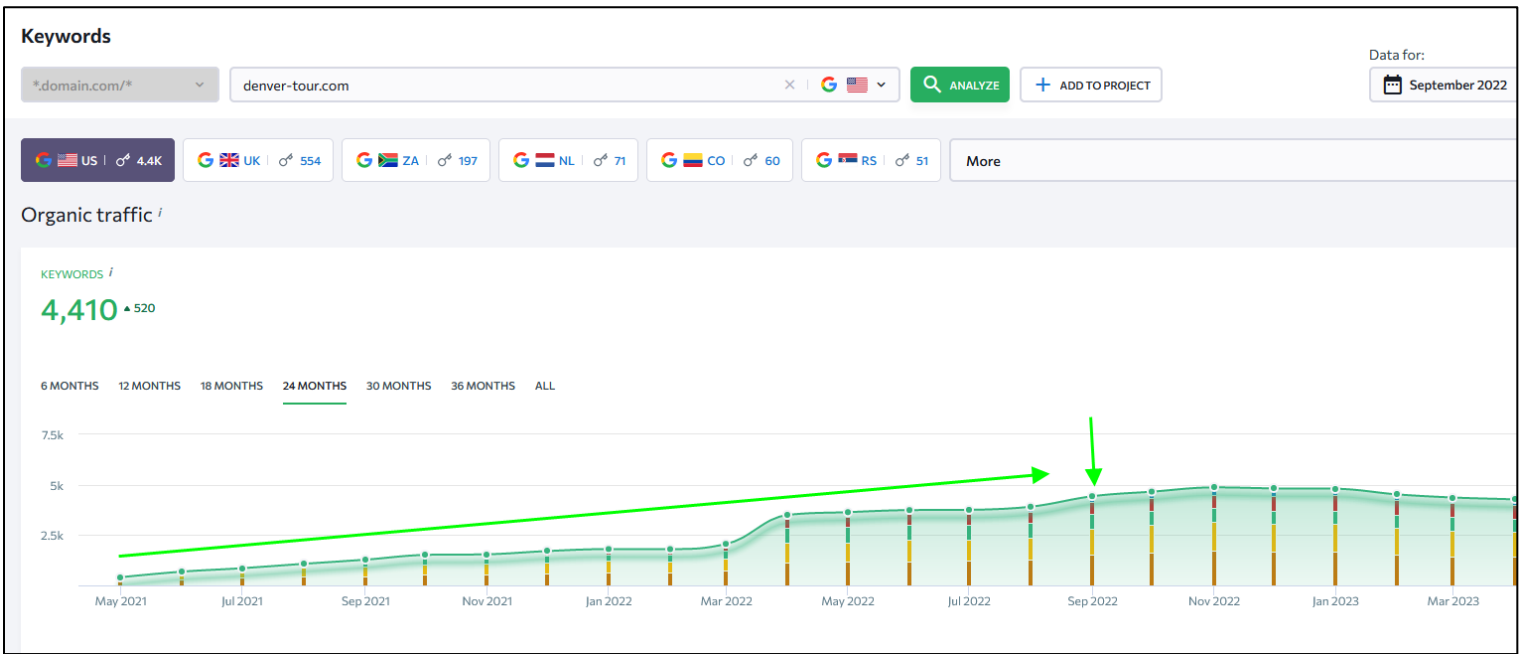
Website Traffic in Google Search Console



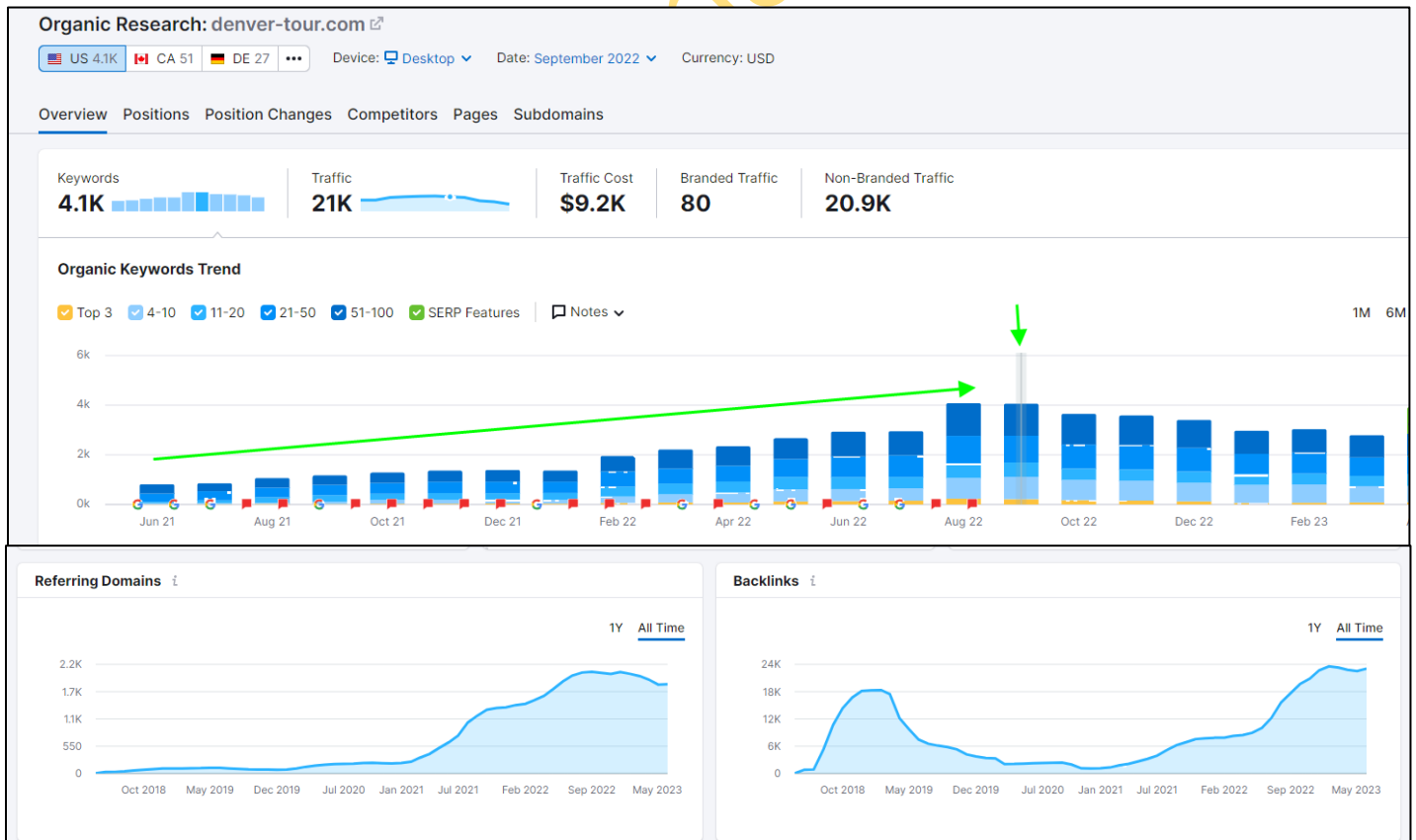
Website Traffic in SERanking Tool



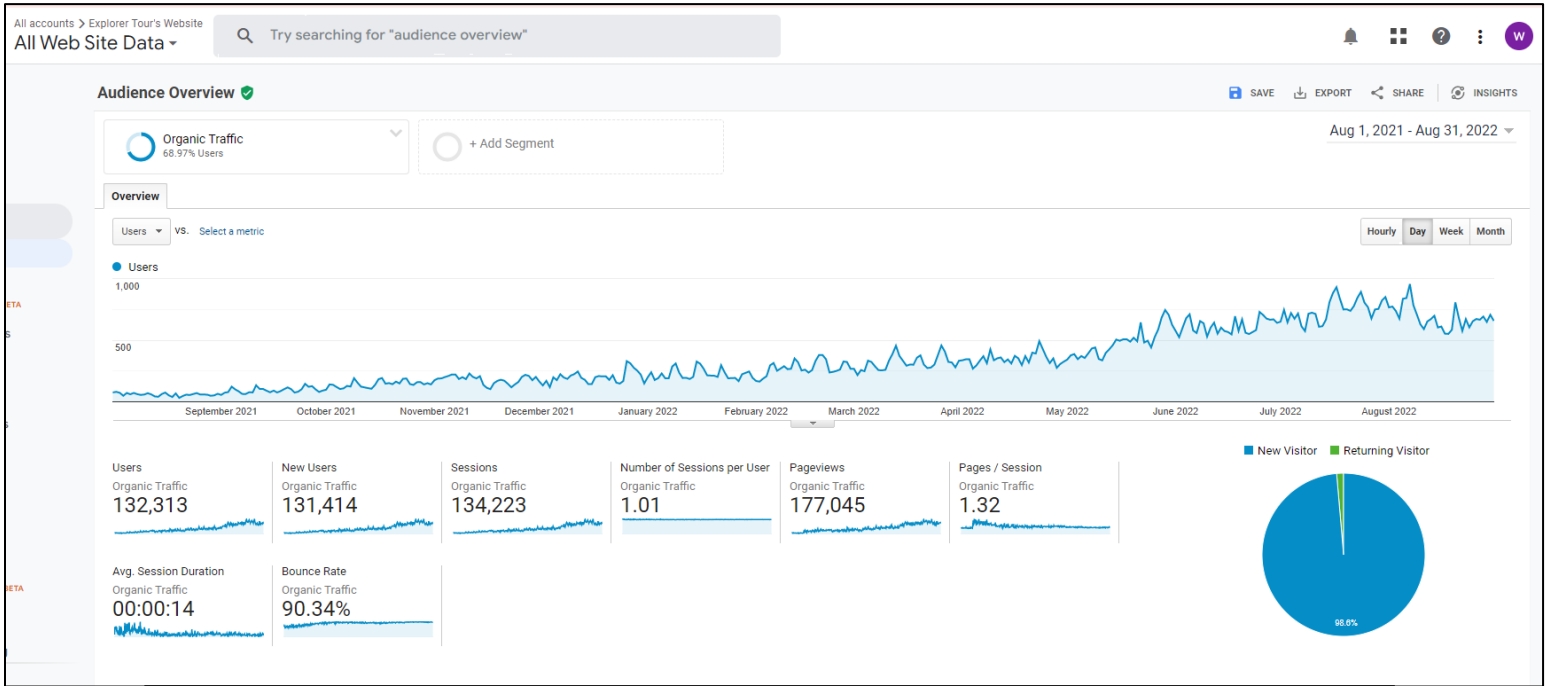
Organic Keywords in SERanking Tool



Organic Data in SEMrush Tool



Website Traffic in Google Analytics



Analytics All accounts > Explorer Tour's Website **All Web Site Data** Try searching for "audience overview"

	Default Channel Grouping	Acquisition		
		Users ?	New Users ?	Sessions ?
		197.13% ▲ 140,256 vs 47,203	197.09% ▲ 140,174 vs 47,183	196.03% ▲ 144,552 vs 48,830
<input type="checkbox"/>	1. Organic Search			
	Mar 1, 2022 - Aug 31, 2022	97,714 (69.10%)	96,614 (68.92%)	98,631 (68.23%)
	Aug 29, 2021 - Feb 28, 2022	33,565 (70.45%)	33,218 (70.40%)	33,888 (69.40%)
	% Change	191.12%	190.85%	191.05%
<input type="checkbox"/>	2. Direct			
	Mar 1, 2022 - Aug 31, 2022	29,028 (20.53%)	29,150 (20.80%)	30,926 (21.39%)
	Aug 29, 2021 - Feb 28, 2022	11,315 (23.75%)	11,279 (23.90%)	11,983 (24.54%)
	% Change	156.54%	158.44%	158.08%
<input type="checkbox"/>	3. Paid Search			
	Mar 1, 2022 - Aug 31, 2022	13,025 (9.21%)	12,826 (9.15%)	13,220 (9.15%)
	Aug 29, 2021 - Feb 28, 2022	1,282 (2.69%)	1,253 (2.66%)	1,323 (2.71%)
	% Change	915.99%	923.62%	899.24%
<input type="checkbox"/>	4. Referral			
	Mar 1, 2022 - Aug 31, 2022	1,411 (1.00%)	1,359 (0.97%)	1,522 (1.05%)
	Aug 29, 2021 - Feb 28, 2022	1,332 (2.80%)	1,288 (2.73%)	1,482 (3.04%)
	% Change	5.93%	5.51%	2.70%
<input type="checkbox"/>	5. Social			
	Mar 1, 2022 - Aug 31, 2022	224 (0.16%)	214 (0.15%)	233 (0.16%)
	Aug 29, 2021 - Feb 28, 2022	150 (0.31%)	142 (0.30%)	151 (0.31%)

Takeaway

We ensure that our customers get to benefit from the approach. Explorer Tours hired us for SEO; we strive to provide them with the best results. During the process, we determined that service-specific keywords show promising results for the brand in terms of increasing traffic, better conversion rates, and improved click-through rates.

On-Page SEO services contribute to the better visibility of the website. But when it is about visibility and increasing awareness about the website, link-building services are second to none. If you ask us simply about the work, we would say that it was a nice experience working with Explorer Tours, and we have learned so much on different grounds based on their results.