

SEO Services for Travel Company

PROJECT DETAILS

 SEO & PPC

 Jan. 2018 - Jan. 2020

 Less than \$10,000

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PROJECT SUMMARY

SEO Discovery provided full-scale SEO services for a travel company. They were tasked with improving the client's rankings and site traffic by performing keyword research, among other tasks.

PROJECT FEEDBACK

With SEO Discovery's help, the client started ranking on Google's first page for several keywords. The reliable team managed expectations well and met deadlines consistently. Their professionalism and exceptional communication skills stood out, as did their attention to detail and follow-through.



The Client

Please describe your company and your position there.

I am a Managing partner of Karthik Tours and Travels, Based in Goa. where we provide sightseeing services and Adventure activities such as Scuba Diving, water sports, Waterfall trip and other adventure activities to the clients in Goa

The Challenge

For what projects/services did your company hire SEO Discovery, and what were your goals?

We were growing our services and wanted to expand our reach. We hired them to provide Full scale SEO services to improve our rankings and grow traffic to our website.

 Owner, Karthik Tours & Travels

 Hospitality & Leisure

 1-10 Employees

 India

CLIENT RATING

4.5

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

one of our clients referred them to us who had earlier take their services and were satisfied with their services.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

They helped us in finding the right key words for our business and promoting them to get the right type of traffic to our project

How many people from the vendor's team worked with you, and what were their positions?

They assigned a project manager who distributed work amongst their team . they used to send summary of work report completed every week.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Since the implementation of the SEO efforts, we are raking in the 1st page for several key words. our site is steadily growing too. some visitors to our store told us that they found about our services online... thats the good sign.

Describe their project management style, including communication tools and timeliness.

They have been great at managing our expectations and meeting deadlines. We mostly use emails to communicate and they are always quick to respond and implement changes.



What did you find most impressive or unique about this company?

Their level of professionalism and overall knowledge of the industry stood out. They put in a lot of due diligence before getting started and its ensured we've had a smooth project. Also I really appreciate their follow through and willinness to deliver.

Are there any areas for improvement or something they could have done differently?

I'd like if they come with more ideas. They are great at implementing ours, but a dispaly of more creativity on their wnd woud be nice

