



Rocketshp's client was a web based travel startup focused on the European market travelling to New Zealand. They create packages for tourists to experience New Zealand, however despite already investing heavily in online advertising they did not see an increase in traffic to the website. In addition to this, their advertising return on investment was low due to the competitive travel market.

Rocketshp was engaged to boost traffic to the website and attract new customers. SEO is a more organic and cost effective way of attracting new clients to the site.

The Solution

- A comprehensive SEO site audit was conducted and a series of recommendations were made to the client.
- Rocketshp fixed all website related problems that were affecting the sites rankings in Google.
- Rocketshp worked on improving the calls to action in order to increase the number of qualified leads from website visitors.
- A foreign language link building strategy was developed and implemented to help the website rank in regional versions of Google e.g. Google France
- Inbound links were generated with a focus on relevant inbound links.

The Results

- 493% increase in traffic to the website.
- Increased sales with 20-30 new customers per month.
- Achieved 1st position rankings in search results for relevant keywords in three different counties.