

We've done some



things for Tots to Travel...

I feel that  
our SEO is in  
safe hands!

- MD, Tots to Travel

## SEO and PPC in the Travel Industry

Family friendly holiday specialists, Tots to Travel, had suffered after a Google algorithm update. They wanted to regain their positioning so enlisted Sleeping Giant Media to implement an SEO strategy that would initially focus on the fundamental best practices, and a PPC strategy that is delivering direct response results.

# SUCCESS STORY

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# THE CLIENT

Tots to Travel sell family friendly holiday accommodation in the UK, France, Portugal, Italy, Spain and the Canaries. They specialise in holiday rentals for families with children under the age of 5. Each property is personally inspected to ensure that they live up to the rigorous child friendly standards that Tots to Travel insist on. The business idea came about from the owner's frustrations at the lack of family friendly holiday accommodation after her 2 year old son fell into an unenclosed swimming pool on holiday.

# THE BRIEF

Our initial brief was to recover Tots to Travel's placement on the search engine result page after they were hit by an algorithm update. Some recovery work had been undertaken but they had never returned to the same position. SEO work on the site was not a major priority for the business for some time until Tots to Travel came to us. This meant that there was a lot of catch up work to do. We completed a full SEO audit of their site and ran a PPC pilot campaign in order to gain an insight into search behaviour. From the audit and the PPC we were able to put together a strategy for both channels.

Due to the seasonal nature of the market, there was initially a focus on short term growth in order to capture the all important peak booking season traffic. There is now a longer term strategy in place.



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# THE CAMPAIGN

We began by working on SEO best practices for on-page elements, such as page titles and content. We advised them on which keywords to target, based on our data. Due to the short term nature of the initial brief, the work focused around these fundamental best practices in the first instance. Sleeping Giant Media identified the need for a structure that facilitates regular content creation, and this has been a focus of the SEO work.

Our PPC activity was used firstly to gain SEO learnings as mentioned above, and then to deliver direct response i.e. completing a sale online. We chose PPC because it's a great way of understanding how users interact with your site, identifying which elements of search work best and which areas of your website need to be updated. We use PPC to help decide which keywords to focus on for SEO optimisation.

We are very much willing to work with other agencies, with whom the client also works. For example, Tots to Travel work with a number of other agencies who deal with various aspects of their site and their business. Being able to have open conversation with those agencies has been much very beneficial. It's helpful when other agencies are willing to work with us too. Sometimes we need to have a technical conversation that the client doesn't need to be involved in, which avoids a Chinese whisper situation that can occur.

Since we've been working with Tots to Travel, there has been an algorithm update. Due to the fact that they were negatively affected by the last update, we made sure to address their back link profile to reduce any further impact that any algorithm changes might have. That update, Penguin 2.0, did hit Tots to Travel but they have since regained their positioning. Some competitors were also hit but have not regained their positions.

Tots to Travel have been a really good client to work with. They're really keen to grow their business and can see that search is a good channel to facilitate this. There is quite an overlap between SEO and PR, which the business is aware of and works with us to get the most out of both. SEO is a long term investment rather than a quick win, so aiming for long term goals is a more workable approach.

– Christian Hirlemann, Account Manager



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# THE RESULTS

We have started to see ROI on our PPC activity, which is very positive. Our post-Penguin 2.0 algorithm update positions have remained strong and we have now done a lot of the groundwork so we're now poised to implement the recommendations likely to drive the results. Year on year non-paid search traffic has improved by over **115%\*** and there has been fantastic growth in time for their peak period.

Sleeping Giant Media has provided [www.totstotravel.co.uk](http://www.totstotravel.co.uk) with the much needed strategic guidance and implementation to take our SEO strategy forward. We are in the furiously competitive travel sector so their knowledge and advice has to be on the button, and it is. I feel that our SEO is in safe hands!

- Wendy Shand, Founder and Director of Tots to Travel



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\*Dec 13 - Dec 12 not inc brand traffic