AFerry

(formerly known as Travel Gateway)

The Challenge

Aferry offers online travel distribution & dynamic travel packaging and operates the AFerry network, one of the UK's largest ferry tour companies.

The client was in an exciting period of planned growth and expansion and they were in the process of offering new tours.

They were keen to promote these new tours and destinations and reach a much wider audience.

Increasing ferry tours and newsletter subscribers was also very important to the client.

Content Strategy

My content strategy included the following:

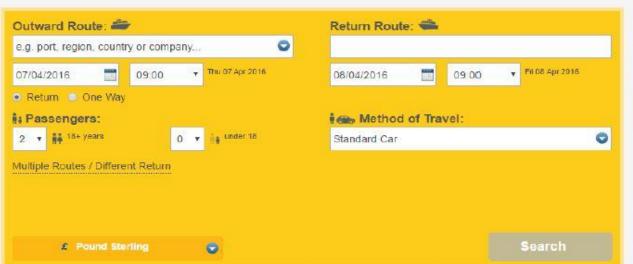
SEO keyword strategy

Produced newsletters

Analysis and tracking, using Google Analytics, Chartbeat and Salesforce

Travel blogs, designed to promote destinations offered by the client (examples below)

Ireland: A gem in the heart of Britain





Search

Ferry news

The latest updates and articles to help you plan your trip



Date: 01 January 2016

It is a country steeped in ancient history and folklore, has some of the most stunning scenery known to man and plenty of shopping centres and markets to whet even the most exacting appetites.

Despite being a highly popular destination for travellers all over the world, there are still many things you may not know about Ireland.

All of this serves to add to its magic and mystery and is part of its eyer-present. charm ar

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Enter your e-mail

Sign-up & Save

us on







Submit

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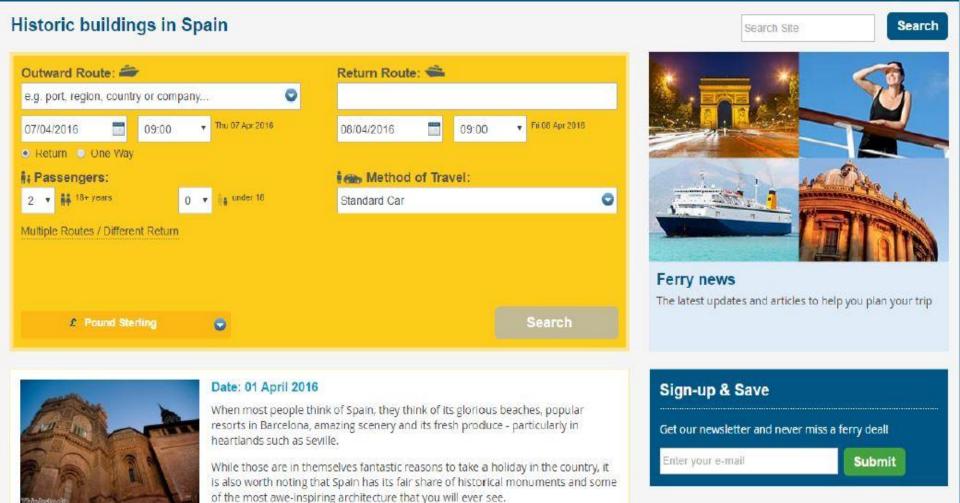
read in a travel guide anytime soon.

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Get our newsletter and never miss a ferry deall



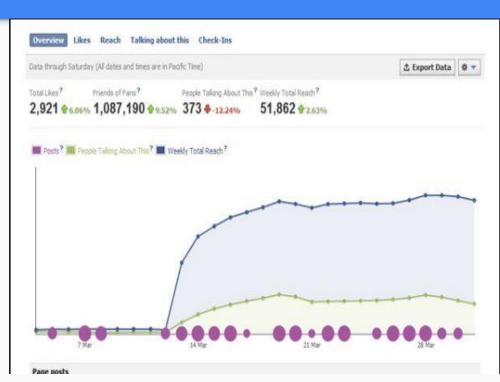


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Facebook Posts

- The blogs I wrote were promoted on their Facebook page
- I used a combination of videos, text, and shared content to engage
 Facebook users
- The Facebook strategy was successful in engaging customers and prospects and contributed to an increase in their revenue



SEO Strategy

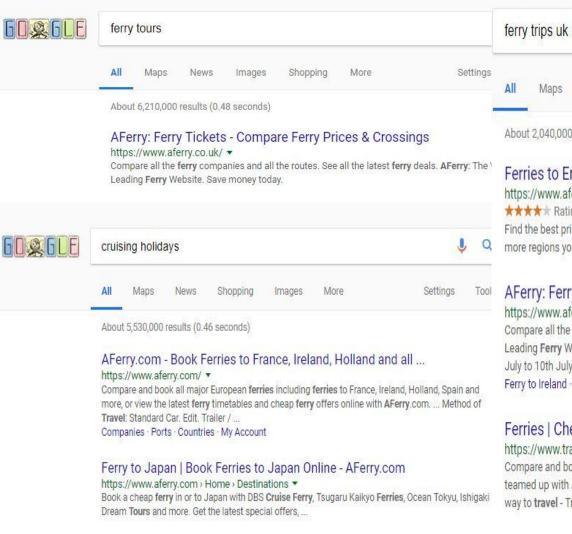
My keyword strategy consisted of the following:

Keyword research using Google Keyword Planner

Keyword site structure plans designed to optimize every page of the website using demographic data, insights and structured snippets

Google Search Console to track and resolve keyword issues with the client's website

End result: aferry.co.uk ranks for 45 out of 50 of their selected keywords



About 2,040,000 results (0.50 seconds)

News

Ferries to England - Prices from £31 - AFerry

Shopping

https://www.aferry.co.uk > Home > Destinations *

** * * Rating: 4 - 360 reviews

Maps

Find the best prices for England ferry tickets with AFerry. View England ferry ... The more you pay the more regions you can travel in. You will often find that the ...

AFerry: Ferry Tickets - Compare Ferry Prices & Crossings

https://www.aferry.co.uk/ •

Compare all the ferry companies and all the routes. See all the latest ferry deals, AFerry: The World's Leading Ferry Website. ... 25% Off Motorist Fares to Ireland & Britain! Book by midnight ... Book from 1st July to 10th July, for travel all year.

More

Images

Tools

Ferry to Ireland - Ferry to Spain - Dover to Dunkirk Ferry - Dover to Calais Ferry

Ferries | Cheap cross channel ferry deals to France, Europe & UK ...

https://www.travelsupermarket.com/en-gb/ferry/ •

Compare and book cross channel ferries to France, Europe & UK ports, ... Travelsupermarket has teamed up with AFerry.co.uk to bring you the best ferry deals around the UK, ... Why ferries are the best way to travel - TravelSupermarket. Info.

Outcomes

10X increase in ROI

More than 14,000 Facebook followers - up from 12,000 before the content strategy

Increase in engagement (blogs shared widely on social media, 40% increase in traffic and impressions)

Page 1 search results for selected keywords

45% rise in bookings as tracked via Google Analytics