

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](#)


Outward Route:

   Thu 07 Apr 2016☒ Return ☐ One Way

Passengers:

   18+ years   under 18[Multiple Routes / Different Return](#)

Return Route:

   Fri 08 Apr 2016

Method of Travel:

£ Pound Sterling 

[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 ever-present charm and appeal.

Below, we have put together a list of things to see and do in Ireland, which you can read in a travel guide anytime soon.

Sign-up & Save

Get our newsletter and never miss a ferry deal!

[Submit](#)

Follow us on



Historic buildings in Spain

Outward Route: 

Thu 07 Apr 2016

☒ Return ☐ One Way

 Passengers:



18+ years



under 16

[Multiple Routes / Different Return](#)

Return Route: 

Fri 08 Apr 2016

 Method of Travel:

£ Pound Sterling



Ferry news

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Date: 01 April 2016

When most people think of Spain, they think of its glorious beaches, popular resorts in Barcelona, amazing scenery and its fresh produce - particularly in heartlands such as Seville.

While those are in themselves fantastic reasons to take a holiday in the country, it is also worth noting that Spain has its fair share of historical monuments and some of the most awe-inspiring architecture that you will ever see.

[Royal Palace of Madrid](#)

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



ferry tours

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Compare and book all major European **ferries** including **ferries** to France, Ireland, Holland, Spain and more, or view the latest **ferry** timetables and cheap **ferry** offers online with **AFerry.com**. ... Method of **Travel**: Standard Car. Edit. Trailer / ...

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Ferries to England - Prices from £31 - AFerry

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★★★★★ Rating: 4 - 360 reviews

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[Ferry to Ireland](#) · [Ferry to Spain](#) · [Dover to Dunkirk Ferry](#) · [Dover to Calais Ferry](#)

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<https://www.travelsupermarket.com/en-gb/ferry/> ▼

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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