

## Background

In September 2021, Culture Trip launched a brand new tour operating arm of its eCommerce business called [TRIPS by Culture Trip](#).

These “small-group adventures” were curated by in-house travel experts, led by local guides and aimed at solo travellers who wanted to feel fully immersed in global cultures and destinations when they travel – and not part of the well-trodden tourist circuit.

We launched with around 30 itineraries and all were sourced from a range of Destination Management Companies who could provide guides and on-the-ground transportation.

## The Brief

Create ~30 eCommerce web pages which give an overview of each itinerary, its highlights, detailed day-by-day descriptions, inclusions and exclusions, important info, Covid safety regulations, and the relevant cancellation policy.

These itinerary pages would also be enriched with relevant and competitive keywords, high resolution images sourced from commercially licenced photo stock websites (eg Alamy, Getty), and a graphic designed map to help would-be customers visualise their journey.

The content deliverables, based on projected SEO & owned channel performance, were to drive:

- **10k MUVs to all itinerary pages in Month 1**
- **20k MUVs to all itinerary pages by end of Month 4**
- **25k MUVs to all itinerary pages by end of Month 6**

## The Process

Since this was a brand new content operation, there were no processes in place that could be tweaked or replicated. Everything had to be planned and mapped out from scratch, a team assembled, accountability assigned, and dynamic and automated workflows put into place using Monday.com.

This involved cross-collaboration with many teams including Editorial, SEO, Travel & Sales, Marketing, Product, CMS, Design & UX.

As the project manager for content production, it was my responsibility to ensure that all stakeholders' needs were understood and met, and that communication between teams ran smoothly throughout the months leading up to launch (six months, after several product-related setbacks).

## The Result

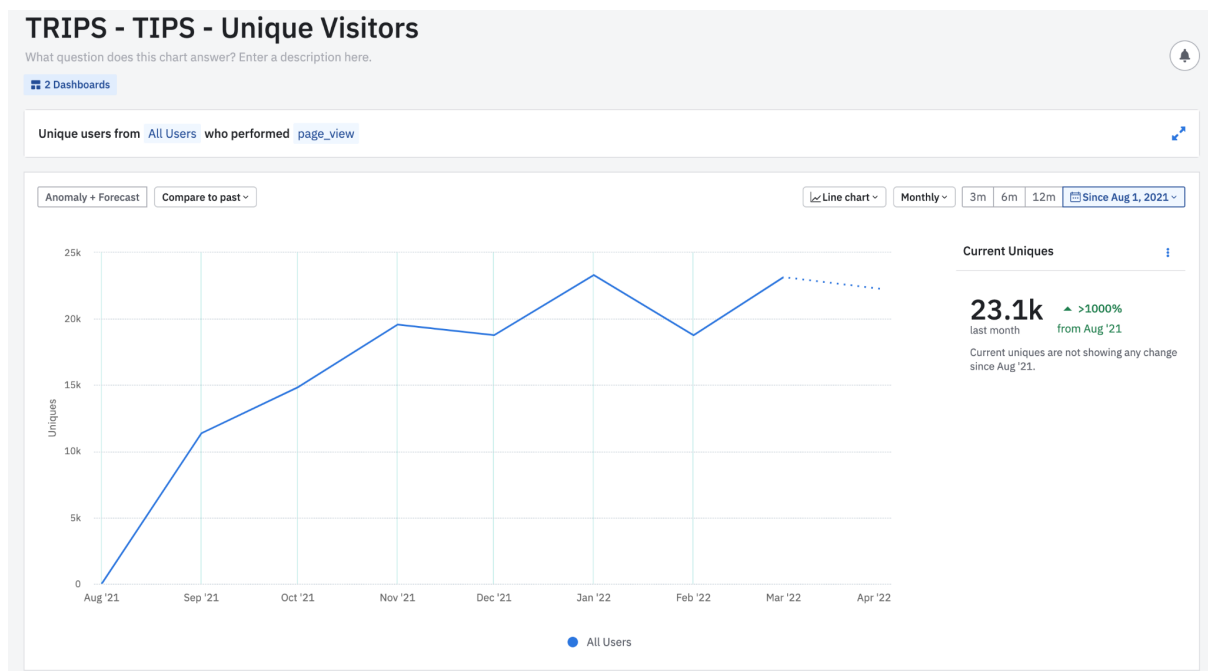
Through careful and constant coordination and collaboration with the above teams, we were able to create a highly dynamic web page template that delivered on the brief and formed the groundwork for all new eCommerce web pages to come.

You can browse a selection of live examples here:

1. [Pyramids, Temples and the Nile: the Ultimate Egypt Experience](#)
2. [From the Amalfi Coast to Puglia: the Complete Southern Italy Tour](#)
3. [Japan Rising: From Neon Lights to Rural Ryokans](#)
4. [California Dreamin': From Yosemite National Park to Napa and Sonoma Valley](#)
5. [Cape to Cape: Discover South Africa's Wildlife, Winelands and the Garden Route](#)

## Performance

Since launch, we have seen an increase in overall traffic MUVs (monthly unique visits) to **all itinerary pages** (increasing by ~5 pages per month) to approximately 23k in April 2022:



While the first content deliverable (10k MUVs in month 1) was achieved, the second (20k MUVs by month 4) and third (25k MUVs by month 6) came up short during a tricky spell for the Travel industry. However, overall traffic levels have bounced back since the end of the Covid-19 pandemic (at least in the UK) and we are now very close to delivering the third content deliverable.