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 a scaled, SEO-driven content strategy that would attract large volumes of warm traffic to the website, and further drive as much of that traffic as possible to our itinerary pages where it could be converted.

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

1. **Identify any existing high-performing content relevant by location or theme**

2. **Enhance SEO of said content and optimise with links to all itinerary pages**

3. **Identify any content gaps based on our itinerary portfolio and produce new targeted content as necessary**

4. **Collaborate with Product to deliver a new dynamic article template that effectively drives traffic to all itinerary pages**

5. **Deliver 100 new 'listicle' articles to be published on the new template**

The Process

1. In order to **identify existing high-performing content**, relevant to any given itinerary by location or theme, I used BI tools such as Tableau and Google Analytics which provided all the data variables needed to be able to effectively filter content, eg page views, content product, and location.

2. Any existing content identified was then introduced into our internal workflows where it would be **triaged, treated and optimised** by the Editorial and SEO teams before being republished.

3. Any content gaps identified would be keyword-researched then converted into editorial briefs and commissioned out to freelance writers, then **edited in house with keywords and eCommerce links** before being published.

4. Working closely with Product, CMS, Design & UX, we were able to create a new dynamic article template which **showcased itineraries effectively with compelling**

copy, visuals and CTAs. This template underwent many iterations and although the existing version is performing well there is still much room for improvement!

5. The template would not be finished in time for launch due to several Product setbacks, but the keyword research, curation, commissioning and editing of over 100 new 'listicle' articles (top five lists based on theme or location) went on regardless, so that the **template could receive content as soon as it was ready**.

As the Deputy Editorial Director, it was my responsibility to manage this entire workflow and ensure that our in-house copywriters, commissioning editors, production associates and photo editors were briefed properly and able to work smoothly and efficiently.

This editorial process went on in conjunction with [eCommerce content creation](#), so I was managing two complex content workflows simultaneously.

The Result

Each content deliverable was achieved, with the outcome bearing significant and positive impact on overall traffic to our itinerary pages:

1. **Identify any existing high-performing content relevant by location or theme**

    985 existing articles were identified based on performance, location and theme.

2. **Enhance SEO of said content and optimise with links to all itinerary pages**

    All 985 articles were updated with fresh content, given an SEO audit and optimised with relevant itinerary page links. Eg:

    [The Most Beautiful Islands in Thailand](#)
    [The Top Things to Do in Tulum, Mexico](#)
    [The Most Breathtaking Destinations in Northern Italy](#)
    [Meditation Retreats and Spiritual Centers Just Outside of New York City](#)

3. **Identify any content gaps based on our itinerary portfolio and produce new targeted, keyword-rich content as necessary**

    A further 101 articles were published as a result of a keyword content gap analysis, in order to capture more warm leads from topics not previously targeted. Eg:

    [The Benefits of Guided Meditation](#)
    [How to Visit the Hotel Where 'The Shining' Was Filmed](#)
    [Top Reasons Why You Should Definitely Take That Trip to Japan](#)
    [Journey to the Middle of the World: How to Reach Ecuador's Equator Line](#)

4. **Collaborate with Product to deliver a new dynamic article template that effectively drives traffic to all itinerary pages**

    The new template was instantly successful, and to date has driven an average monthly CTR (from article to itinerary page) of 8.5% (compared with standard 1%).

5. **Deliver 100 new 'listicle' articles to be published on the new template**

<mark>A further 100 'listicle' articles were published on the day the template was released for content production (24 December); a further 183 have been published since. Eg:</mark>

[The Best Trips for Solo Female Travellers in 2022](#)
[The Friendliest Countries in the World to Travel](#)
[The Best European Cities to Visit in Spring](#)
[Top Group-Travel Bucket List Ideas for 2022](#)

Performance

Since launch, we have seen a steady increase in MUV traffic (monthly unique visits) to **all targeted articles** (new and recommissioned) from ~400,000k to ~560,000 in March 2022:

Chart 1: 985 existing high-performing articles + 101 new articles targeting content gaps → **550,352 MUVs (March)**

CTR From Articles (with TIP link) to TIPS (excl. Top Nav) - Trended Weekly

This charts tracks the CTR from the articles published(new &recommissioned) to support the TRIPS launch with direct links to specific TIPs. These 2 funnels are based on user viewing the article with a TIP link and then go on within their user session to view a TIP. This excludes top nav clicks. It can't get anymore specific, as the tracking is lacking with text hyperlinks, so its can only be done by pages viewed.

1 Dashboard

Conversion rate over time for All Users who performed page_view +1 in this order

Anomaly + Forecast | Compare to past ⌄ | Computed 1 days ago | ⟳ Refresh   Monthly ⌄ | 3m | 6m | 12m | 📅 Since Aug 1, 2021 ⌄ | ⋮

Mar 2022
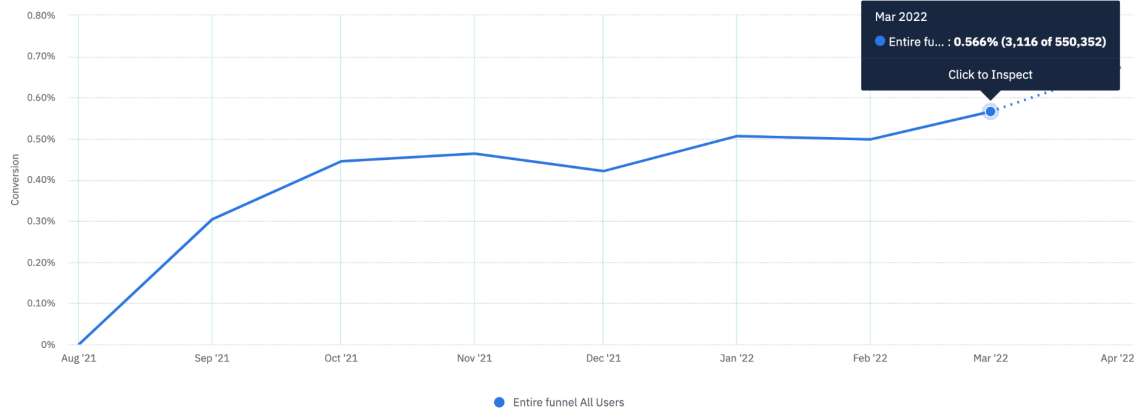● Entire fu... : 0.566% (3,116 of 550,352)
Click to Inspect

Chart 2: 283 'listicle' articles → **11,671 MUVs (March)**

CTR From TRIPS listicles to TIPS (excl. Top Nav) - Trended Weekly

This charts tracks the CTR from the TRIPS listicles published (new &recommissioned) to support TRIPS inventory with direct links to multiple TIPs. These 2 funnels are based on a user viewing the article with a TIP link and then going on within their user session to view a TIP. This excludes top nav clicks. It can't get anymore specific, as the tracking is lacking with text hyperlinks, so it can only be done by pages viewed.

⊞ 2 Dashboards

Conversion rate over time for **All Users** who performed **page_view** **+1** in this order

| Anomaly + Forecast | Compare to past ˅ | Computed 1 hrs ago | ⟳ Refresh |

Monthly ˅ | 3m | 6m | 12m | ⊞ Since Nov 1, 2021 ˅ | ⋮

Mar 2022
● Entire funnel ... : **8.12% (948 of 11,671)**

Click to Inspect

● Entire funnel All Users