

REVITALIZING GO CITY LTD'S WEB TRAFFIC AND BOOKINGS

Client: Go City LTD

Industry: Travel and Tourism

Challenge: Sharp decline in SEO rankings, loss of traffic, and decreasing engagement on key pages and blog content.

PROBLEM

Go City LTD, a global leader in offering discounted city attraction passes, was in a rough spot. Over a two-year span, their crucial 'money' pages were overtaken by competitors and even partners.

Their blog, once a massive traffic generator, had lost 30% of its audience. Simply put, they were losing their digital turf, and fast.

SOLUTION

- **Content Revamp:** Our team refreshed the stale content with updated information and strategically placed keywords, ensuring it was both engaging and SEO-friendly.
- **Technical Fixes:** We solved underlying issues like broken links, redirect loops, and structural inaccuracies that were impacting the site's performance.
- **Reducing Crawl Bloat:** We optimized the website's crawlability to ensure that Google's web crawlers could easily index the site's most valuable pages.

OUTCOME

+20% MoM Traffic

A month-over-month traffic increase of 20% reversed the declining trend.

+30% Booking Purchases

Traffic wasn't just window-shopping; we saw a 30% uptick in actual bookings.

1000s of Keywords Saw Improvement

Commercial terms moved from top of page 2 and bottom of page 1 into the top 5 positions



AT A GLANCE CHALLENGES

- Declining Traffic
- Outdated content pages
- Technical SEO issues

BENEFITS

- 20% increase in web traffic
- 30% increase in purchases



SUMANT VASAN

CEO Spark Hat

"For over 12 years our team has been committed to helping companies increase their return from marketing campaigns."