## Case Study:   EyeForTravel  -  Travel Distribution Summit Europe 2010 website



❝ *Naxtech were very quick to identify new SEO opportunities for the Summit website, and provided us with a comprehensive action plan to maximize search engine visibility for this and future event websites.* ❞
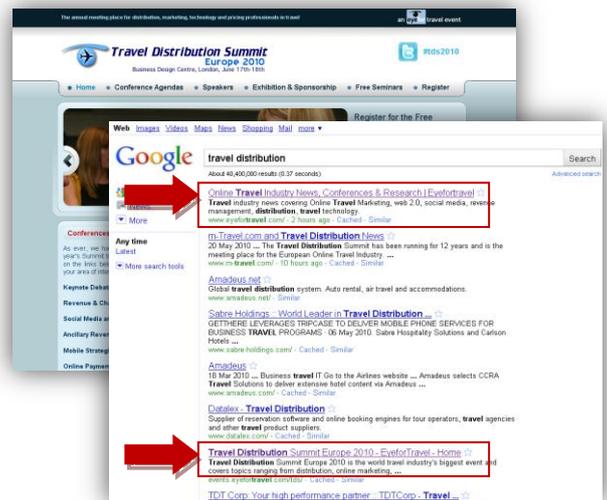
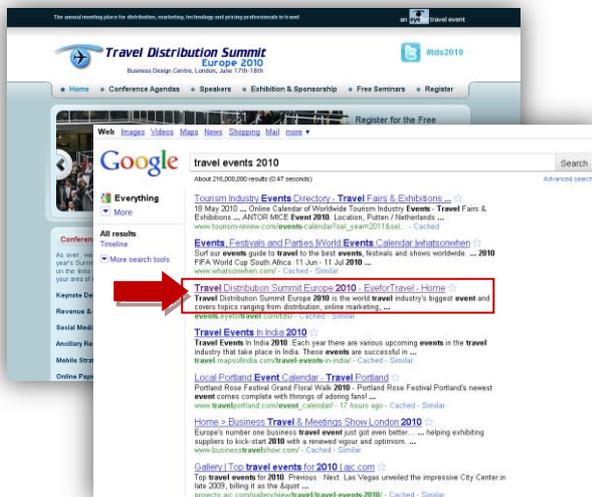**Event Director, Travel Distribution Summit**



## Achieved

- **Detailed Targeting** for leads including Turnover and TPS information.
- **Top rankings** for relevant search phrases.
- **Warm Leads** for sponsorship and participation.
- **Increased Brand Awareness** for both EyeforTravel.com and the TDS event.
- **New Opportunities** and potential realization across the board.

**Search: "travel distribution"**
http://www.google.com/search?q=travel+distribution



**Search: "travel events 2010"**
http://www.google.com/search?q=travel+events+2010



## Performed

**Email Marketing & Targetting**

**Online Competition Analysis**

**SEO Research**

## Case Study:   Visit Greek Islands



> **The web design, web development and SEO provided by Naxtech enabled us to attract a lot more new customers.  I would highly recommend Naxtech to anyone in hospitality or tourism.** "

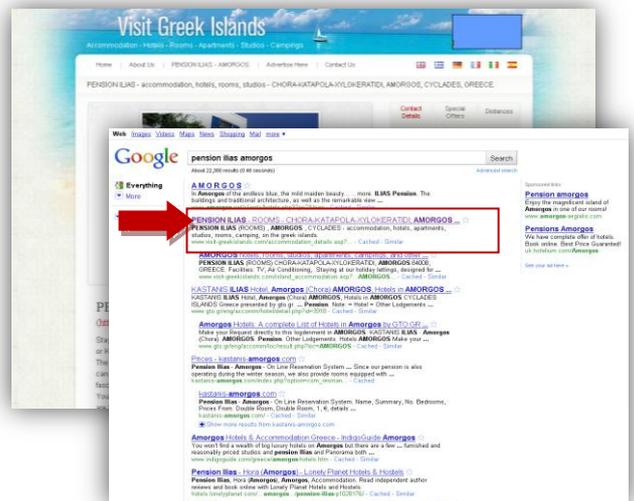**Sales Director, Visit-GreekIslands.com**



## Achieved

- **1st page of search results** on Google.com , surpassing the competition and hotels' own websites.
- **Diverted targeting**, resulting in "stealing" traffic from competitors
- **200% increase** in search term visibility.
- **Top rankings** for search terms in both English and Greek.
- **95% less online ad spend**.

**Search: "pension ilias amorgos"**
http://www.google.com/search?q=pension+ilias+amorgos



## Performed

**Search: "isalos serifos"**
http://www.google.com/search?q=isalos+serifos

### Multi-Lingual SEO

### Multil-Lingual SEO Research

### Web Design & Development

### Competition and Market Analysis

### CRM Integration