## **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. 99

**Event Director, Travel Distribution Summit** 



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

an out travel event Travel Distribution Summit 2 # Conference Agendas • Speakers • Exhibit Images Videos Maps News Shopping Mail mon Google travel distribution 4 Search Online Travel Industry News, Conferences & Research | Evefortravel | Travel industry news covering Online Travel Marksting, web 20, social media, revi management, distribution, travel technology. m-Travel com and Travel Distribution News 20 May 2010 ... The Travel Distribution Summt has been running for 12 years and is the meeting place for the European Onion Travel Industry... Any time Latest Amadeus net 12 Global travel distribution system. Auto rental, air travel and a Sabre Holdings ... World Leader in **Travel Distribution ...** SETTHERE LEVERAGES TRIPCASE TO DELIVER MOBILE PHONE SERVICES FOR BUSINESS TRAVEL PROGRAMS ... OR May 2010. Sabre Hasselfaith Solutions and Cat 18 Mar 2010 ... Business travel IT Go to the Airlines website ... Arm Travel Solutions to deliver extensive hotel content via Arnadeus ... Datalex - Travel Distribution the Suppler of reservation software and online boo Travel Distribution Summit Europe 2010 - EveforTravel - Home dr Travel Distribution Summit Europe 2010 is the world travel industry's biggest even TDT Corp. Your high performance partner :: TDTCorp - Travel



# Achieved

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

#### Search: "travel events 2010"

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





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## Naxtech.com

## Case Study: Visit Greek Islands



66 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. 99

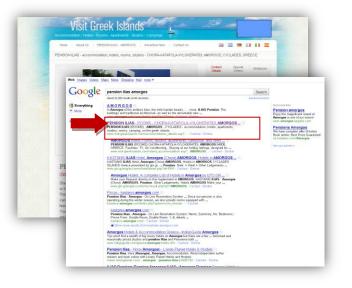
#### Sales Director, Visit-GreekIslands.com



## Achieved

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

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





#### Search: "isalos serifos"

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



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