

Background

VisitScotland is the national tourism body responsible for marketing Scotland to the UK and overseas markets. The tourism industry is worth an estimated £4.5 billion to the Scottish economy, creating over 216,000 jobs nationwide (Source: Scottish Executive).

Occupancy Marketing has been working with VisitScotland since March 2005, taking responsibility for the search engine optimisation for all VisitScotland web sites including Golf, Walking, City Breaks, Adventure, Ancestral, Ski Scotland and Wildlife plus International Gateway Web sites.

Our Services

Consultancy – A core element of our work with VisitScotland is working with the technical and infrastructure team at VisitScotland to ensure that content is delivered to search engines in a friendly format. Advice and technical specifications are provided for new Web sites and re-designs of existing sites.

Internet Marketing – A rolling programme for keyword research and search engine optimisation is provided across International Gateway, Niche and the main site, www.visitscotland.com.

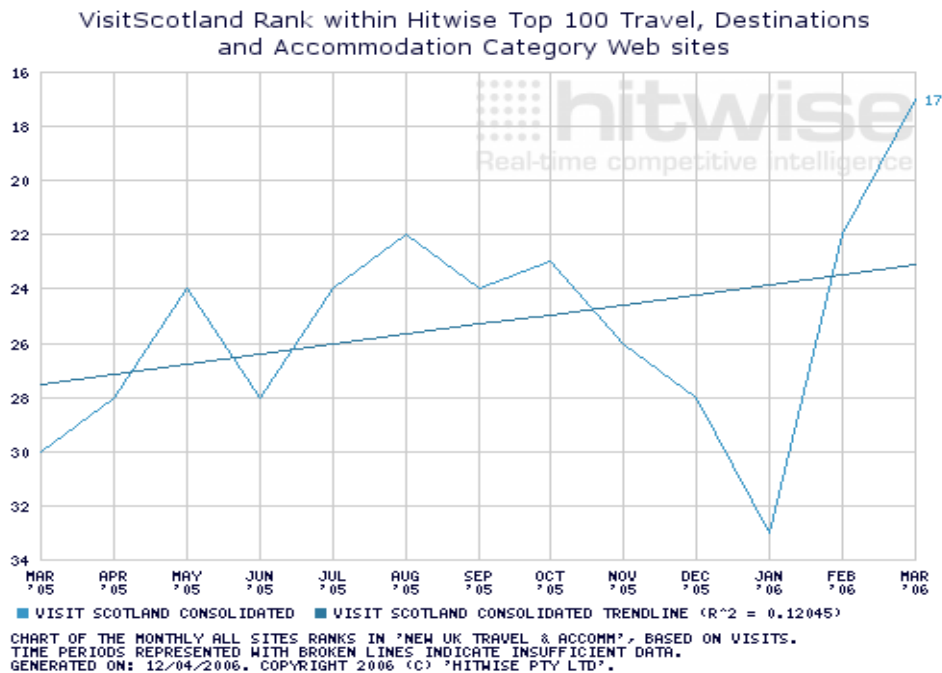
SEO Copywriting – Closely working with the VisitScotland content team to make the Web site text more visually aesthetic to search engines and most importantly, to online visitors.

Domain Name Configuration – VisitScotland owns several domain names and domain name extensions. Domain name management is a necessary step for attaining high search engine performance and this requires active management.

Risk Avoidance – VisitScotland manages a network of sites. Occupancy Marketing has installed measures to avoid the duplication of content and penalties from cross linking.

Results

Visitor traffic and online bookings have continued to rise since Occupancy Marketing started working with VisitScotland. The national tourist board is now ranked as one of the top 20 UK Travel & Destination internet portals, having previously been ranked 30th as recently as 12 months ago.



Source: Hitwise UK.

When we initially engaged with VisitScotland in 2005, the national tourism agency was receiving fewer than 2,000,000 search engine visitors. Through an extensive search engine optimisation programme, more themed content was made available to search engines. Pages indexed by search engines increased from 3,000 to over 40,000.

The combination of better optimisation, more effective Web site coding and a process of education, search engine visitors are now approaching 8,000,000 per annum.

Summary

- Ranked in top 20 UK & Travel Destination portals
- Search engine visitors increased from 2,000,000 to 8,000,000 per annum.
- Improved market share
- Improved branding
- Increased online bookings at VisitScotland.com