A blue train with large windows is shown against a blue sky with white clouds. The train is moving from left to right, and the windows reflect the sky and clouds. The train has a sleek, modern design with a blue body and white accents.

How a 70 year old start-up
beat built a search strategy
that beat the big boys with
no budget!

Colin Lewis
Marketing Director
bmi regional

Confused.com?

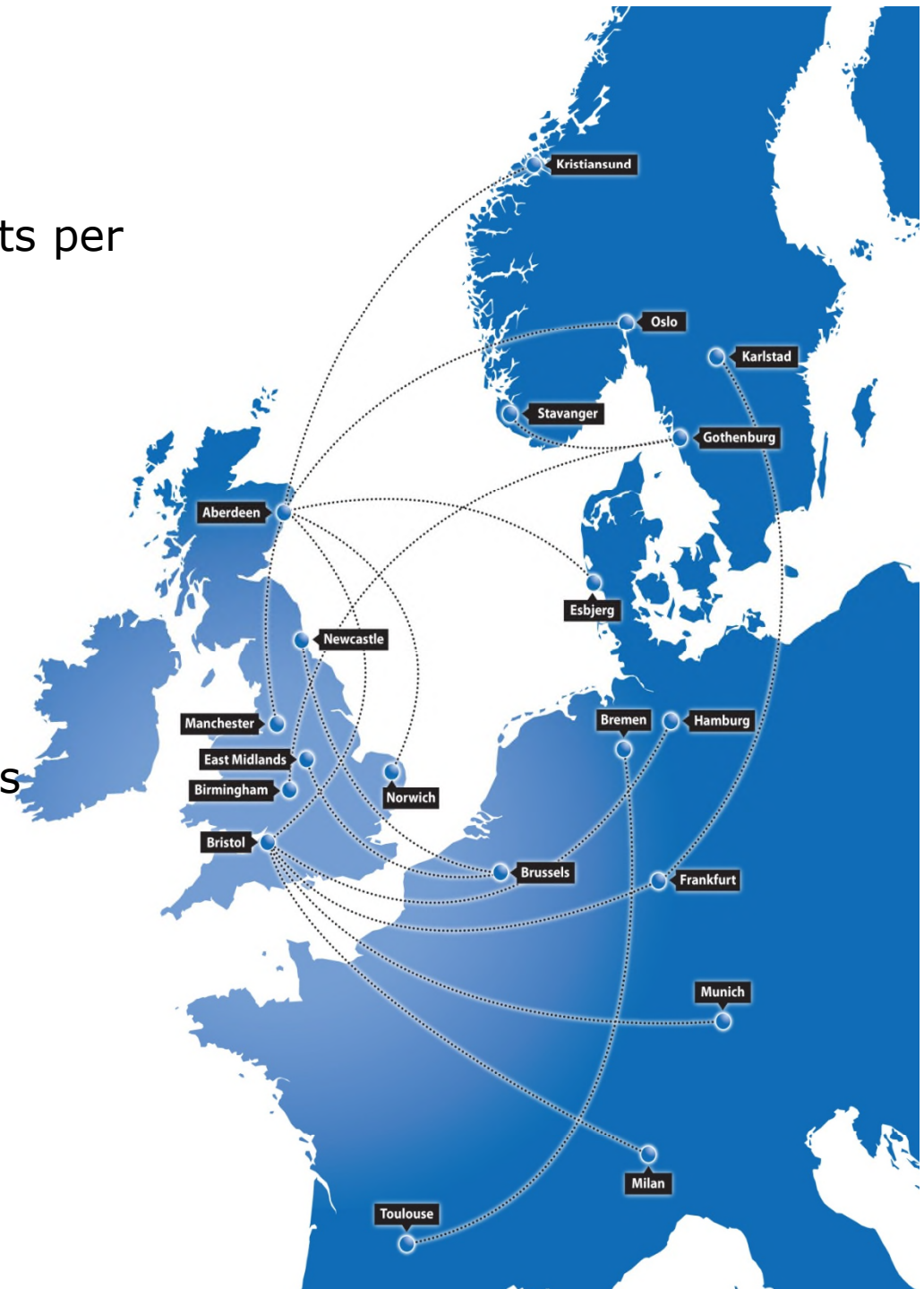


Today

- This summer we will fly 300 flights per week in to 8 countries and 22 destinations
- 400 staff, 500,000 customers
- All jet fleet of Embraer aircraft
- Corporate shuttle for major brands



airline of
the year 2013/14
an era:silver award



At the start of 2013, bmi regional had....

- (a sort of) website
- No Adwords
- No display advertising
- No SEO
- No content
- No email database
- No Facebook, No Twitter, No LinkedIn Page
- No mobile
- No marketing budget
- And,
 - we were 'closed' by BA on October 27 2012
 - Wikipedia said we were closed (still does!)

Which channels to put the emphasis on to connect?



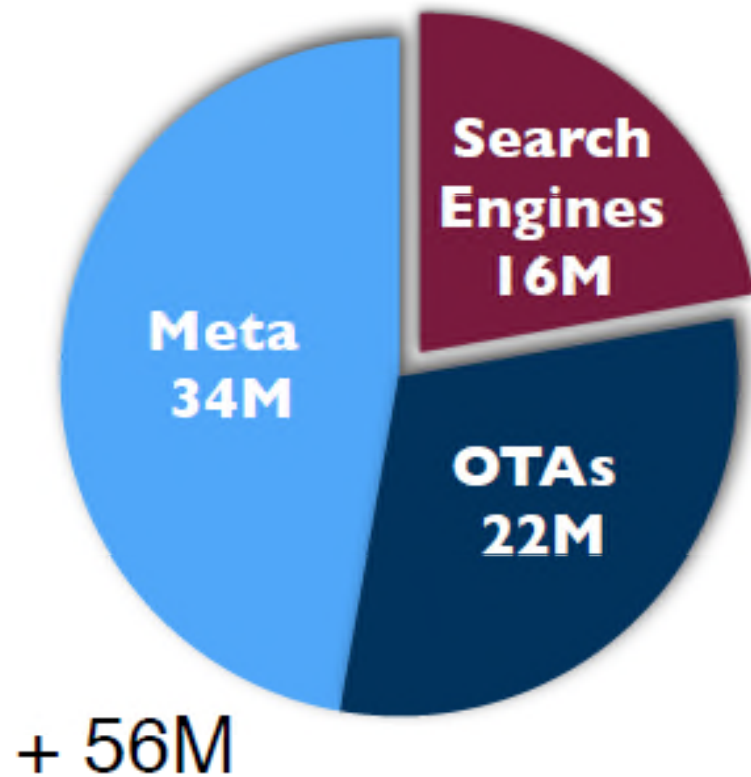
bmi regional above-the-line advertising programmes



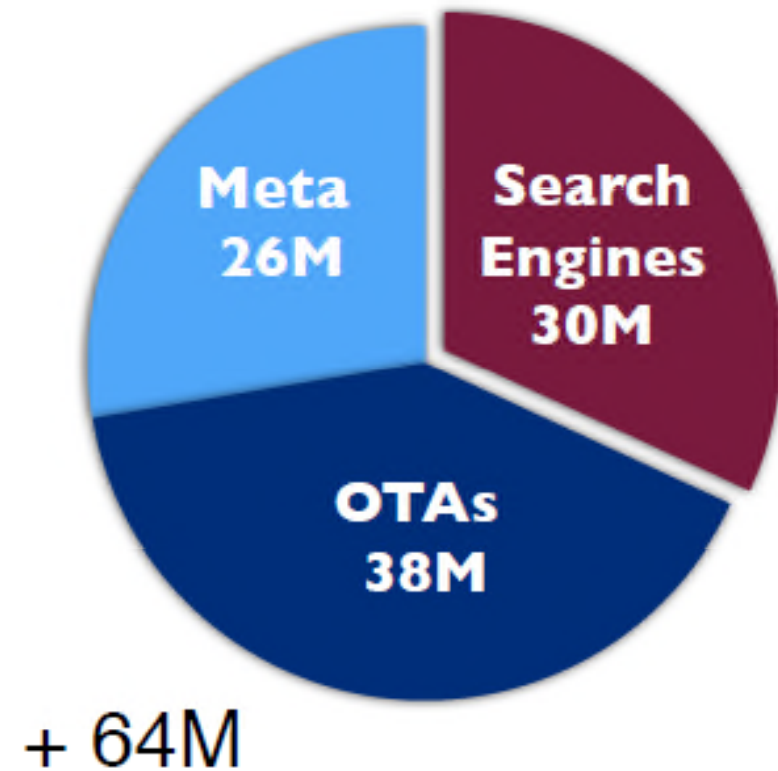
Where do you start???

Search is now beyond Search Engines

Monthly Flight Searches UK



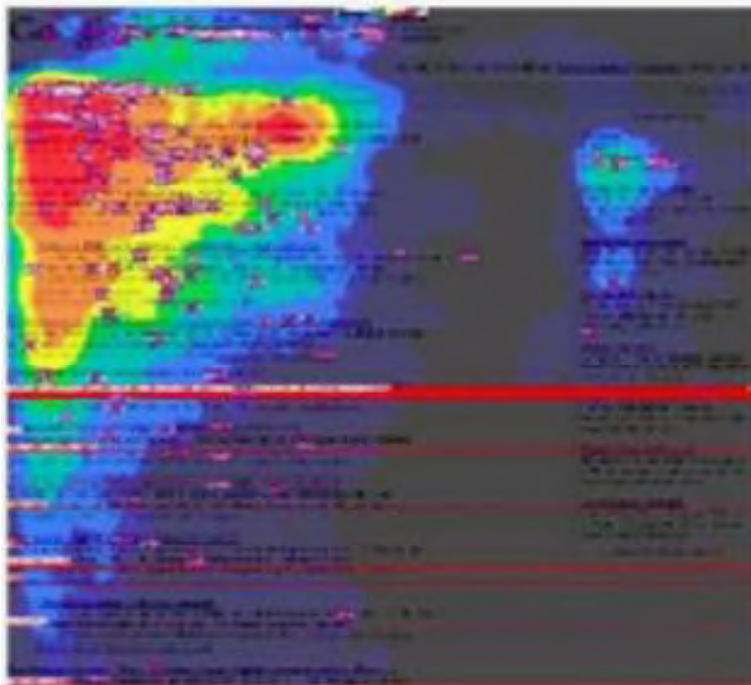
Monthly Hotel Searches UK



The Parallel Universe Beyond Search

Social has changed user Search behaviour

- Search engine updates and social Integration has changed User Behaviour in search
- Users are now looking across the page and not only click on the top listings due to new social visual links



Search 'heat map' without social



Search 'heat map' with social

Strategy: focus on web first



Where were we a year ago?

bmi generic keywords

Flights from	Volume	Curent POS	Target POS
Flights from Aberdeen to Bristol	1,600	>1000	5
Flights from Aberdeen to Esbjerg	91	>1000	5
Flights from Aberdeen to Manchester	4,400	>1000	5
Flights from Aberdeen to Norwich	1,000	>1000	5
Flights from Birmingham to Billund	58	>1000	5
Flights from Birmingham to Gothenburg	210	>1000	5
Flights from Birmingham to Lyon	480	>1000	5
Flights from Birmingham to Toulouse	390	>1000	5
Flights from Bristol to Aberdeen	1,600	>1000	5
Flights from Bristol to Frankfurt	390	>1000	5
Flights from Bristol to Hamburg	260	>1000	5
Flights from Bristol to Hannover	140	>1000	5
Flights from Bristol to Milan Malpensa	36	>1000	5
Flights from Bristol to Munich	590	>1000	5
Total Volume	11,245		

Who were the competition?

Google flights to brussels

Web Maps Shopping Images News More Search tools

About 38,900,000 results (0.46 seconds)

£49 Brussels Flights - Lowest Price Guaranteed
Ad www.edreams.co.uk/Flight-Offers
Get the CHEAPEST Flight to Brussels
London-Amsterdam from £39
Lowest Price Guaranteed.
2014 Flight Specials
London-Lisbon from £49

Fly Brussels Airlines® - Return flights to Belgium
Ad www.brusselsairlines.com/
Look for promotions & last-minutes!
Brussels Airlines has 1,362 followers on Google+

Flights To Brussels - Expedia.co.uk
Ad www.expedia.co.uk/Flights_Brussels
4.3 ★★★★★ rating for expedia.co.uk
Compare Cheap Flights to Brussels. Book Flight + Hotel & Save More
Expedia.co.uk has 69,578 followers on Google+
Book Flight + Hotel - Direct Flights - One Way Flights - Cheap Hotels

Flights to Brussels from £38 - Brussels flights with Skyscanner
www.skyscanner.net > Europe > Belgium
Flights to Brussels. We compare all major airlines and travel agents for cheap Brussels flights. Search and Save now at Skyscanner.net.

Airlines that fly to Brussels - Skyscanner
www.skyscanner.net > Airlines > Europe > Belgium
Airlines with flights to Brussels listed at Skyscanner. The fastest way to find the

Leaving from Charleroi
www.flibco.com/Visit-Brussels
Schedules tailored to your flight
Airport shuttles buses from 5€

Flights Brussels - Alicante
www.vueling.com/
Fly at the best price and confort.
Book Your Flight Now and Save Money

Brussels Flights £42
www.opodo.co.uk/Brussels
Find flights to & from Brussels
at Opodo™. Deals updated daily!

£20 Flights To Brussels
www.dealchecker.co.uk/Brussels_Flights
4.3 ★★★★★ advertiser rating
Don't Miss Our Cheap Flight Deals.
Flights From Just £20. Save Today!

Flight to Brussels
www.airfrance.co.uk/Brussels
All inclusive fare from £147
to Brussels. Book and save now!

Chosen strategy: *go after mid-tail keywords*

Rationale

- 'Short tail' such as "cheap flights" too much of a challenge for this phase of the brand, both as an authority and budget front.
- Longer tail terms would not present a large enough uplift in traffic to deliver against the brief.

Timing

- July – December 2013

Action plan

- Build relevant content
- Create URL structure
- Backlink acquisition

What did we do?

Phase 1 – Site Restructure

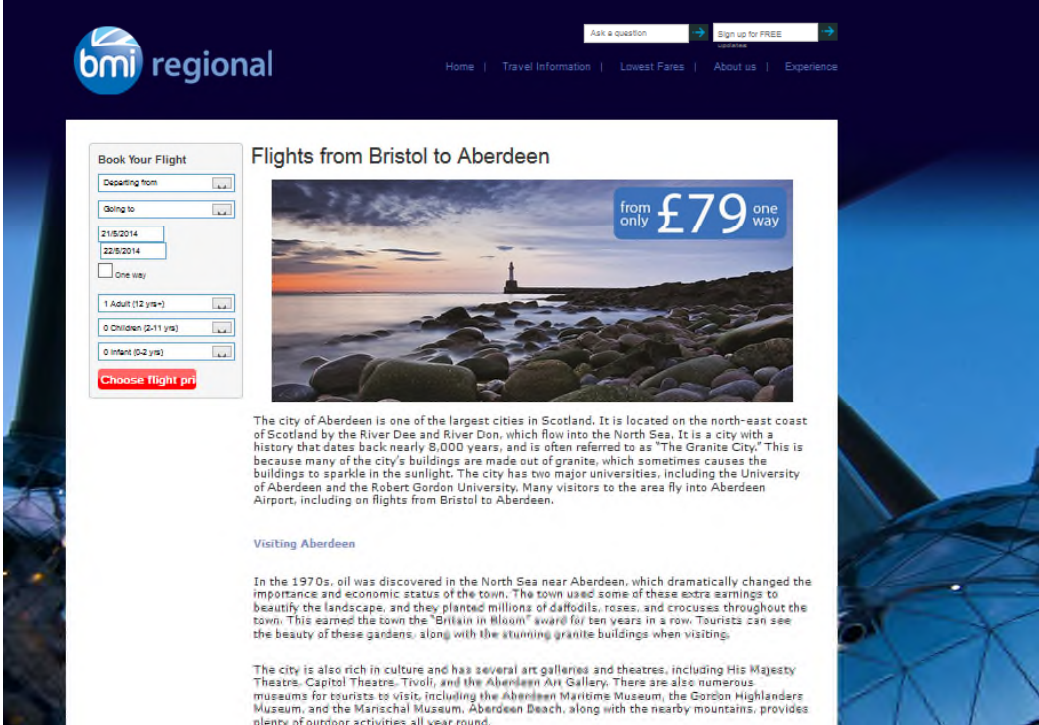
- URL Amends: www.bmiregional.com/en/flights/flights-from-bristol-to-aberdeen
- Directory re-structure

Phase 2 – Content

- 114 pages of content written + published on new pages
- Internal linking re-structure

Phase 3 – Link acquisition

- Backlink building



The screenshot displays the bmi regional website interface. At the top, the bmi regional logo is on the left, and navigation links (Home, Travel Information, Lowest Fares, About us, Experience) are on the right. A search bar and a 'Sign up for FREE' button are also present. The main content area is titled 'Flights from Bristol to Aberdeen'. On the left, a 'Book Your Flight' form includes fields for 'Departing from', 'Going to', '21/5/2014', '22/5/2014', a 'One way' checkbox, and passenger counts for '1 Adult (12 yrs+)', '0 Children (2-11 yrs)', and '0 Infant (0-2 yrs)'. A red 'Choose flight price' button is at the bottom of the form. To the right of the form, a large image shows a lighthouse on a rocky shore at sunset. Overlaid on this image is a price tag: 'from only £79 one way'. Below the image, a paragraph describes Aberdeen as one of the largest cities in Scotland, located on the north-east coast, with a history dating back nearly 8,000 years. It mentions the city's granite buildings, major universities (University of Aberdeen and Robert Gordon University), and the Aberdeen Airport. A section titled 'Visiting Aberdeen' follows, describing the city's history in the 1970s, its cultural heritage (art galleries, theatres, museums), and its natural beauty (Gordon Highlanders Museum, Marischal Museum, Aberdeen Beach, and nearby mountains).

Results



Stats

Results based on that date range July – December 2013

- Over 250 new pages indexed on Google
- 906 keyword position increases
- Non brand organic traffic up 47%
- New visits up 37%
- Non brand organic revenue up 38%
- Total incremental revenue delivered - >£500k
- Campaign ROI: 15.7 to 1

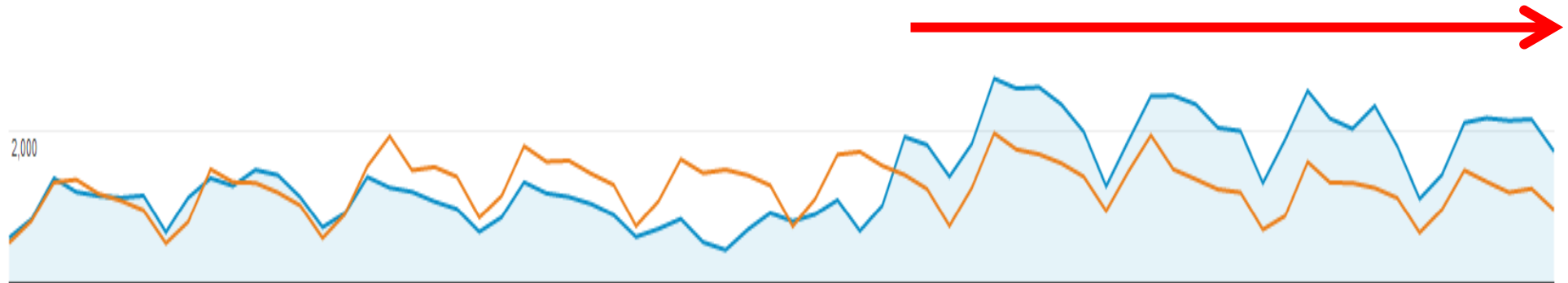
- Longer lasting traffic & revenue benefits



Keyword Rankings (1 to 10)		
Keyword	Position 04/15/2014	Trend
flights from aberdeen to manchester	2	
flights from bristol to aberdeen	1	
flights from aberdeen to bristol	1	
flights to munich from bristol	1	
flights from manchester to aberdeen	2	
flights to aberdeen from bristol	1	
flights from bristol to munich	1	
flights to aberdeen from manchester	3	
flights from bristol to frankfurt	1	
flights to manchester from aberdeen	2	

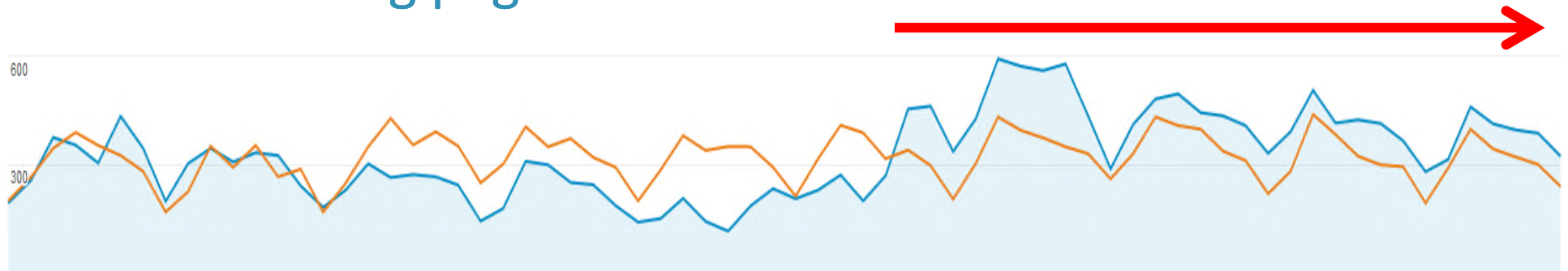
Organic search results

Nov 23, 2013 - Jan 31, 2014
Compare to: Sep 14, 2013 - Nov 22, 2013



New landing page results

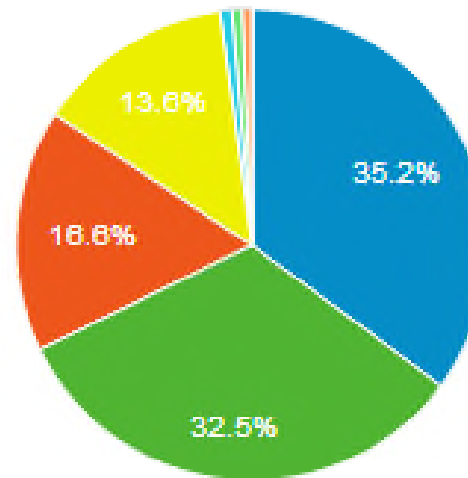
Nov 23, 2013 - Jan 31, 2014
Compare to: Sep 14, 2013 - Nov 22, 2013



Results: sources of traffic

Before

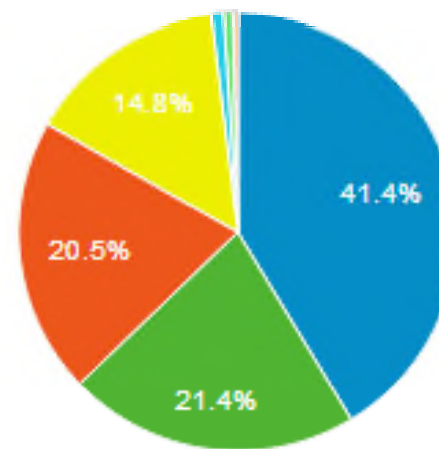
Sep 14, 2013 - Nov 22, 2013



- Organic Search
- Paid Search
- Referral
- Direct
- Email
- (Other)
- Social
- Display

After

Nov 23, 2013 - Jan 31, 2014



- Organic Search
- Direct
- Paid Search
- Referral
- Social
- (Other)
- Email
- Display

Sample results

Good - No. 2 Natural

flights from bristol to frankfurt

Web Maps Shopping News Images More Search tools

About 908,002 results (0.42 seconds)

Bristol to Frankfurt - The Cheapest Prices, up to 82% Off
Ad www.airfasttickets.co.uk/Frankfurt -
Hurry Up & Book Now Online.
Vacation Packages -30% The Cheapest Flights
Best Price Guarantee 300K Hotels, 150 Countries

Frankfurt - Bristol - Book your Lufthansa flight now
Ad www.lufthansa.com/ -
Fly in comfort to Bristol.
Deutsche Lufthansa AG has 164 followers on Google+
New LH Premium Economy - Book Lufthansa - Lufthansa Newsletter

Bristol Frankfurt £83 - Great deals on BRS to FRA flights
Ad www.opodo.co.uk/Bristol -
Book online now for big savings!
Opodo_UK has 121 followers on Google+
Choose from 500 airlines - Daily Flight Deals - Multi-Stop Flights - Exclusive Offers

Flights from Bristol to Frankfurt with Skyscanner.net
www.skyscanner.net Europe > UK > England > Bristol -
Find flights from Bristol to Frankfurt with Skyscanner. Skyscanner is a fast and simple search service that compares hundreds of flights from all major airlines and ...

Flights from Bristol to Frankfurt - Bmi
<https://www.bmiregional.com/en/flights/flights-from-bristol-to-frankfurt> -
As the largest city in the state of Hessen, Frankfurt has a population of over 700,000 people. It is home to both the German Stock Exchange and the European ...

Great: No. 1 Natural

Google flights from east midlands to brussels

Web Shopping Maps News Videos More Search tools

About 221,000 results (0.39 seconds)

Flights to East Midlands - Flybe.com
Ad www.flybe.com/East-Midlands -
Book your flight to East Midlands with Flybe! Official Website
Flybe has 326 followers on Google+
Where We Fly Flybe Offers
Flight Deals From £29.99 Business Travellers

East Midlands to Brussels - opodo.co.uk
Ad midlands-brussels.opodo.co.uk/ -
Fly from £84. EMA to BRU Flight Offer; Book Now!
Daily Flight Deals - Exclusive Offers - Choose from 500 airlines - Multi-Stop Flights

Compare Cheap Flights - Cheap Flights fr 1000s of Airlines
Ad www.skyscanner.net/ - 4.3 ★★★★★ advertiser rating
Search, Compare & Book Now!
"best Web site to aggregate flights on Europe's discount airlines" - NBC
Winter Flight Getaways - 1000's of Car Hire Deals - Unbeatable Hotel Deals

Flights from East Midlands to Brussels - Bmi
<https://www.bmiregional.com/.../flights/flights-from-east-midlands-to-br...> -
Flights from East Midlands to Brussels. The city of Brussels is located in central Belgium and serves as the country's capital. It is also the largest city in the ...

Flights to Brussels from East Midlands - Bmi
<https://www.bmiregional.com/.../flights/flights-to-brussels-from-east-midl...> -
Flights to Brussels from East Midlands. Brussels is the capital city of Belgium and also the largest city with a population of just over one million people. Located in ...

Next for bmi regional on SEO

Create content

- Publish content on a new URL designed to increase the natural rank of existing keywords and pages
- Execute this content across social channels

Why?

- Social signals
- 'Natural' content

How?

- Video with transcription
- Really useful content that is useable - and ideally shareable!
- Destination focused article with images
- Use Paid media e.g. Facebook or Twitter Ad to **amplify** the content on our 'Owned' Media





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[Twitter.com/colinalewis](https://twitter.com/colinalewis)

[Linkedin.com/colinalewis](https://www.linkedin.com/company/colinalewis)

Thanks for listening 😊