



LeadGenerators*DIGITAL*
PROFESSIONAL WEBSITES  POWERFUL CONTENT MARKETING

CONVERTING MORE LOOKERS TO BOOKERS

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Managing Director

LeadGenerators*DIGITAL*
PROFESSIONAL WEBSITES  POWERFUL CONTENT MARKETING

BETTER TARGETED TRAFFIC

The “*SEO First*”
approach to
building a website



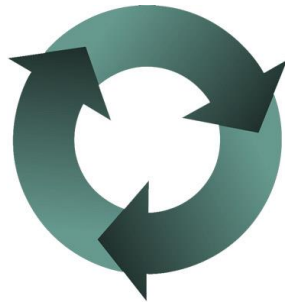
BETTER LANDING PAGES

The “*SEO First*”
approach to
building a website

BETTER SALESMANSHIP

The
“*Salesmanship
First*” approach to
building a website

BETTER TARGETED TRAFFIC



The “*SEO First*”
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building a website

COMPREHENSIVE SMORGASBORD OF KEY PHRASES

TRANSACTIONAL (BUYING) PHRASES

Generic Destination Phrases:

Kenya Safari Holidays

South Africa Safari Holidays

Namibia Safari Holidays

Generic Holiday Type Phrases:

Honeymoon Safaris

Family Safaris

Mixed Destination + Type Phrases

Honeymoon Safaris in South Africa

Family Safaris Kenya

Missed
Sales Opportunity

BETTER LANDING PAGES



The “*SEO First*”
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A SEPARATE TARGETED LANDING PAGE FOR EACH PRIORITY PHRASE

TRANSACTIONAL PAGE

“Honeymoon Safaris
in South Africa”

Amazing Honeymoon
Safaris in South Africa



SALES TEXTS
+
List of Relevant
Safaris

TRANSACTIONAL PAGE

“Family Safaris in Kenya”

Fun Filled Family
Safaris in Kenya



SALES TEXTS
+
List of Relevant
Safaris

Missed
Sales Opportunity

BETTER LANDING PAGES



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A SEPARATE TARGETED LANDING PAGE FOR EACH PRIORITY PHRASE

CONVERSATIONAL PAGE

“Honeymoon Safaris
in South Africa”

This years most
Romantic
Honeymoon Safaris in
South Africa



Chatty informal text
+
Lots of images
+
Links to your own
honeymoon safaris

CONVERSATIONAL PAGE

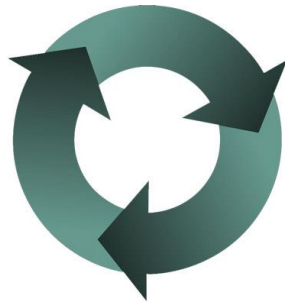
“Family Safaris in Kenya”

Our Favourite Family
Safaris in Kenya



Chatty informal text
+
Lots of images
+
Links to your own
family safaris

BETTER TARGETED TRAFFIC

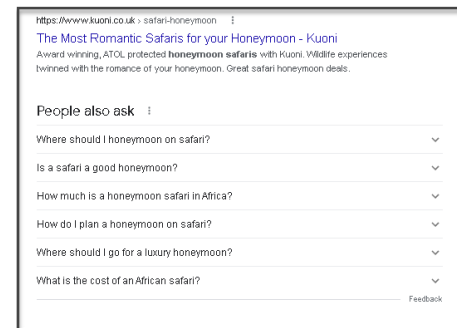


The “*SEO First*”
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COMPREHENSIVE SMORGASBORD OF KEY PHRASES

INFORMATIONAL PHRASES

Google Predictive and Google Questions



Missed
Sales Opportunity

Where should I honeymoon on safari?
How much is a honeymoon safari in Africa?
How do I plan a honeymoon safari?
Where should I go for a luxury honeymoon?

BETTER LANDING PAGES



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ONE LANDING PAGE FOR EACH PRIORITY PHRASE

For the many “question phrases” we find the best type of Landing Page is the blog post style

Missed
Sales Opportunity

Where should I go for a luxury honeymoon?

Chatty informal text
discussing different
luxury safari
destinations around
the world and some
of the safari
honeymoon options
on offer
+
Lots of images
+
Links to your own
packages

How much is a safari honeymoon in Africa

Chatty informal text
discussing different
luxury of safari
including budget,
luxury, self drive, DIY,
etc. with pricing for
each ideas
+
Lots of images
+
Links to your own
packages

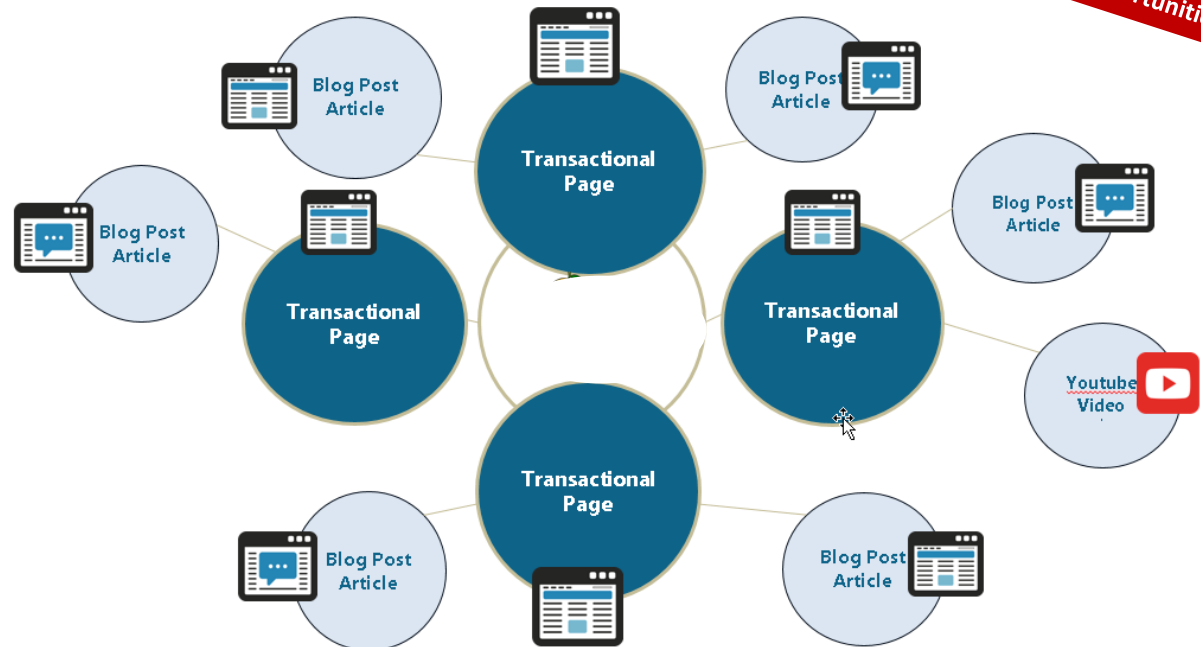
BETTER LANDING PAGES



The “*SEO First*”
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CONTENT CLUSTERS & CONTENT SILOS

LIBRARY OF CONTENT FOR BOTH NICHE
TRANSACTIONAL & QUESTION PHRASES



BETTER SALESMANSHIP



The
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SALESMANSHIP STRATEGIES

BETTER SALESMANSHIP



The
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SAFARIDEAL

One of the most common mistakes in salesmanship.

Most tour operators focus on selling the destination.

Our approach is to rewrite all their web copy to focus on selling the client's holidays in that destination.



BETTER SALESMANSHIP



The
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SCHOOL TRAVEL COMPANY

This company was focused on selling school tours to parents.

By talking to their sales people, we discovered that it was not the parents who chose school tours but the teachers.

As a result we rewrote all the web salesmanship to focus on the key stage school curriculum objectives that each tour provides. This helped teachers sell internally to the Heads of department.

BETTER SALESMANSHIP



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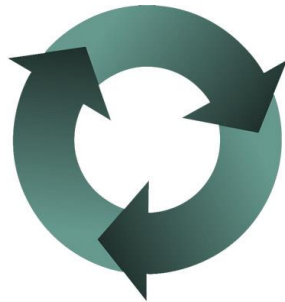
EUROPEAN WATERWAYS

By talking to their senior sales people, we discovered that their most profitable sales came from customers who were already hooked on luxury barge holidays.

For this reason, when we designed the salesmahips for the site we followed a very specific sales priority schedule that we created with their sales team.

Focus on the pedigree of the brand and the vessels, with destinations way down the sales priority pecking order.

BETTER SALESMANSHIP



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WILDFOOT TRAVEL

By talking to the salespeople, we discovered that their main USP was not the vast range of holidays. In fact this was actually a handicap as there were too many choices and too many variations for each possible holiday.

The real USP turned out to be their ability to help customers choose the right holiday based on their passion and interests and help them build up a fully customized itinerary.

W I L D F O O T®

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RESULTS

**European
Waterways**
+86%

WorldHotels
+64%



InsureMore
+50%

SchoolTravel
+240%

**London
Regency**
+50%



LeadGenerators*DIGITAL*
PROFESSIONAL WEBSITES  POWERFUL CONTENT MARKETING

Helping Travel Brands generate

**MORE EXPOSURE
MORE TRAFFIC
MORE CONVERSIONS**



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