

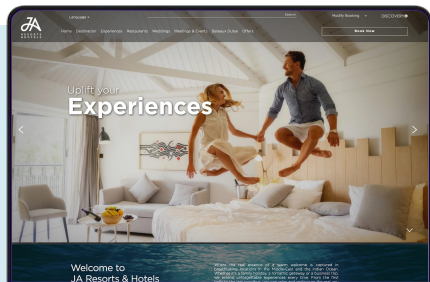
# Increased monthly revenue from organic search by 863% from \$12,842 to \$108,342 in 5-months

We migrated the website to a new site design. The migration was successful, with traffic climbing almost immediately, thanks to a better site structure and improved content. Organic traffic and revenue multiplied. By March, organic traffic had increased 510%, revenue by 863%, and transactions by 1000%.

The SEO campaign contributed an additional \$95,499 per month in revenue over the period pre-SEO and did so at 15-20% higher profitability than bookings via Online Travel Agencies. From the 5th month of the campaign, JA Resorts made at least \$25 for every dollar invested in SEO.

## How we did it

- Designed page templates and siloed content
- Managed website migration and redirects
- Content optimisation with TF:IDF analysis
- Grew referring domains from 510 to 890



*"It's fair to say; SEO Sherpa is responsible for more than 50% of the revenue we now generate online."*

Nishita Kaushik, Digital Marketing Manager,  
**JA Resorts & Hotels**



## The Results



**+1,009%**

Increase in transactions



**\$95,499**

Increase in monthly revenue



**+27,561**

Increase in monthly clicks