

Case Study

Amedewa Tours & Trek



AMEDEWA
Bhutan Tours & Trek



Sun Media Marketing

Maximize your Visibility

Amedewa Case Study:

With over a decade of experience in tourism, Amedewa Tours and Trek is reputed and an accredited Travel Company registered with the Tourism Council of Bhutan and the Association of Bhutan Tour Operators, located in Thimphu, the capital of Bhutan. Whether you are a solo traveler, couple, small or a huge group, Amedewa Take care of its traveler's needs and priorities sorted out well organized with every inch of detail. They also customize itineraries based on travel style, budget, age group, and any other specific requirements. To take care of traveling options better, They represent DrukAir and Bhutan Airlines, Royal Bhutan Airlines which connects our country with rest of the world.



How We Helped

Amedewa approached us to take their Bhutan Travel & Tour business to the next level through website promotion. We studied their business and offered them a highly optimized SEO-friendly website to improve their search engine rankings and Bhutan travel inquiries. As there are many competitors in the tourism industry, we faced the challenge of improving the rankings and build inquires. We analyzed their requirements and conducted competitor research to provide an ideal solution for their needs.



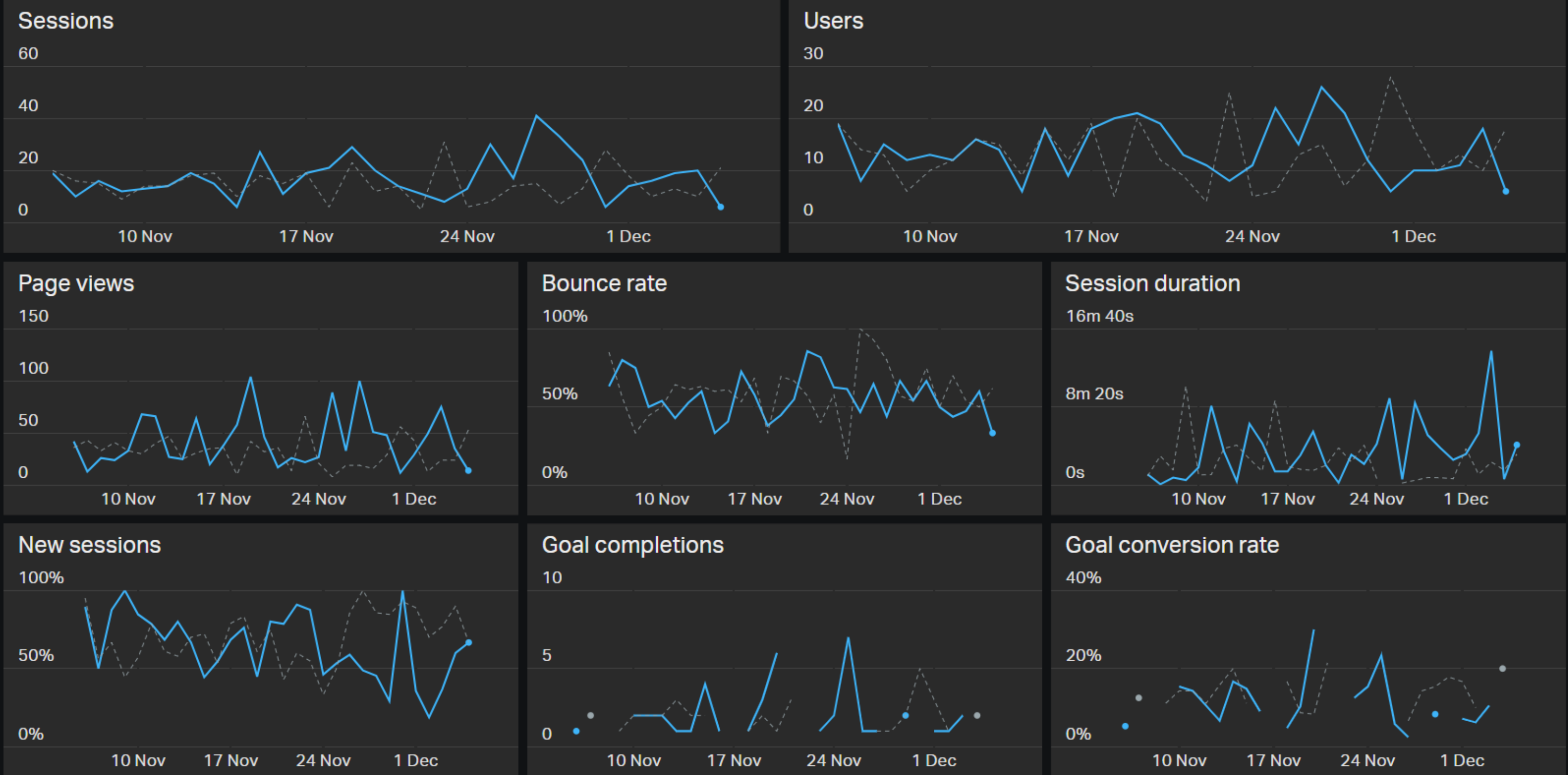
Strategy & Tactics

- Conducted extensive keyword research to find search queries that would convert to leads.
- Earned links from authoritative websites in the Travel and Tourism industries.
- Focus SEO activities on key landing pages to outrank competitors with greater resources.
- Conducted extensive research to identify the best targets for content marketing outreach.
- Implemented extensive title tag, Meta description and heading optimization based on keyword research.



The Results

Website Traffic



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