



WINNER
of the IDM BPA Award for
Digital Acquisition 2007



Does your search marketing fly?

When Monarch Airlines approached Greenlight in 2004, their organic search presence was limited, leaving their competitors to capture the lion's share of search traffic for low-cost air travel. Today Monarch Airlines occupies positions one to three in Google's organic results for all of their main flight destinations and they are consistently ranked in the top 3 spots for highly sought after travel search terms including 'Cheap Flights.'

Tasked with increasing Monarch Airlines' share of organic traffic, Greenlight devised a full scale search engine optimisation campaign to target 500+ keywords, auditing more than 800 web pages and targeting some fiercely competitive search terms.

Since teaming up with Greenlight, the volume of qualified traffic to flymonarch.com has grown exponentially, reaching a current rate of 200,000 unique visits every month. The success of this campaign is evident in the 143,000 flight bookings it has generated and the 360:1 ROI it has delivered. With consistently prominent rankings across the major search engines Monarch Airlines is now the most visible airline in organic search results for the UK.

“ Since their engagement, Greenlight have demonstrated themselves to be a valuable and committed addition to our efforts. Their work has been sincere and consistent and they have routinely delivered on their service commitments including an ROI over and above our expectations of what an SEO programme would produce...We're more than happy to continue our work with them and look forward to seeing the continual improvements we've come to expect from their work. ”

Ian Chambers
E-Commerce Manager
Monarch Airlines

flyMonarch.com

Objectives

- To increase the share of search driven traffic.
- To increase the volume of online sales transactions.
- To improve the cost effectiveness of the online marketing strategy.

About Monarch

Monarch Airlines is one of the UK's major providers of low-cost scheduled flights and operates from bases at London Gatwick, London Luton, Manchester and Birmingham airports. With flight sales to popular destinations across Europe being the mainstay of the business, they compete in a very aggressive marketplace.

Background

When we started working with Monarch they had already invested in paid search advertising and achieved good pay per click (PPC) listings. However without page one rankings on any of the major search engines for searches including their flight destinations, their organic visibility was limited. As the airline began to move more and more of its business online to take advantage of the enormous demand for online flight bookings, success in online marketing became critical to the growth of the business with search identified as the key to online growth.

Pre-campaign analysis

We researched flight searching behaviour using a combination of keyword sources including Hitwise, data from Monarch's onsite flight booking tool, search term popularity tools, competitive analysis, and internal brainstorming. This exercise produced a comprehensive list of over 500 popular keywords used in travel related searches, that Monarch could use to attract qualified and purchase motivated visitors.

The SEO Strategy

From these 500 keywords the optimisation campaign was designed to target the most popular generic terms combined with Monarch's flight destinations; for example 'cheap flights to' and 'Spain'. A full audit of Monarch's 800+ web pages was performed, assessing Accessibility, Relevancy and Credibility (ARC) - the fundamental criteria search engines use to rank sites. Once areas needing attention had been identified, we guided Monarch's developers through specific refinements around the code, content and delivery of new pages to improve the site and enable spiders to access and index its pages.

An audit of Monarch's domain name portfolio was also carried out and we engineered a domain organisation strategy that consolidated a lot of loose PageRank, improving the website's ranking for their brand terms almost immediately.

After optimising the site, we rolled out a link building programme to help improve the site's popularity.

Results

The campaign is delivering over 200,000 visitors a month and has so far produced 143,213 flight bookings. Our ROI analysis, jointly conducted with Monarch, shows that for every £1 invested in the campaign, £360 revenue is generated. In fact, between January 2006 and January 2007 natural search revenue rose by 56 per cent. This level of performance exceeds all of Monarch's other online marketing activity and the E-Commerce Manager says of Greenlight "They deliver on what they promise". Our unique approach to SEO has driven Monarch's page rankings far higher than ever before and achieved the widest organic visibility for any airline in UK search results.

The chart below shows the revenue that this SEO project has generated between 2006 and 2007.



From very early on in the campaign, results began to snowball.

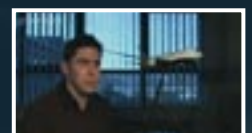
A combination of link building and iterative refinements to the original work has seen Monarch gain page 1 rankings across all of its key passenger routes and for the popular generic term 'Cheap Flights'.

Search terms	Google.com	Google.co.uk
Cheap Flights	3	3
Cheap flights to Spain	1	1
Cheap flights to Portugal	3	3
Cheap flights to Tenerife	1	1
Cheap flights to Malaga	1	1
Cheap flights to Alicante	4	4
Cheap flights to Lanzarote	2	2
Cheap flights to Faro	1	1
Cheap flights to Almeria	3	3
Cheap flights to Murcia	2	2
Cheap flights to Gran Canaria	2	2

dare to think big

To find out more about this campaign, watch our 3 minute interview with Ian Chambers, E-Commerce Manager for Monarch Airlines at:

www.greenlightsearch.com/clients



This campaign won a Business Performance Award from the Institute of Direct Marketing for Digital Acquisition 2007