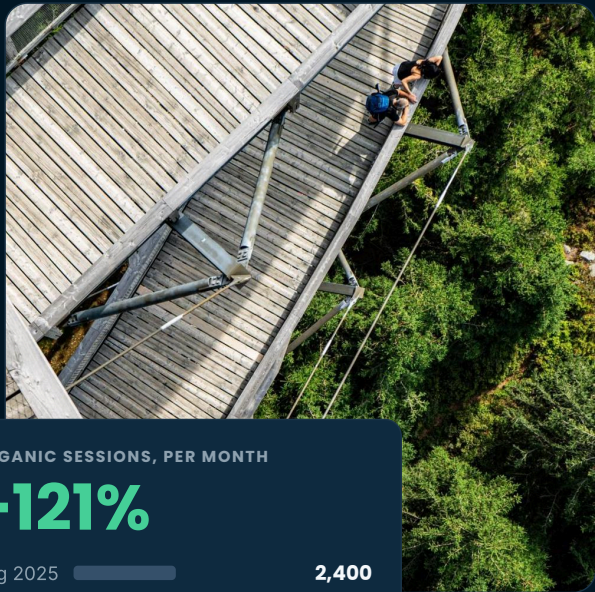


Adventure & Eco-Tourism • New Zealand

121% more organic traffic in six months, and conversions more than doubled

A New Zealand adventure and eco-tourism business was losing searches to bigger, established tour companies. A focused SEO program turned that around in half a year, bringing in more travellers and more bookings from Google.

- SEO • Content • Link building
- Aug 2025 – Jan 2026
- Client name withheld



+121%

Organic sessions a month in 6 months

+117%

Conversions a month, 888 → 1,931

17,708

Clicks from Google Search

19,923

Organic sessions in total

Page 1

For competitive tourism keywords

01

THE CLIENT

Unique outdoor experiences, hard to find online

The client runs adventure and eco-tourism experiences in New Zealand's native forest, for both domestic and international travellers. Most guests plan their trip online, so search is where bookings start.

The goal was clear: be visible when travellers search for things to do, bring in more qualified visitors, and turn more of them into online bookings, with every step measured.

More organic traffic

Better keyword rankings

More online bookings

INDUSTRY

Adventure & eco-tourism

MARKET

New Zealand, domestic + international

SERVICES

Technical SEO, on-page, content, link building

PERIOD

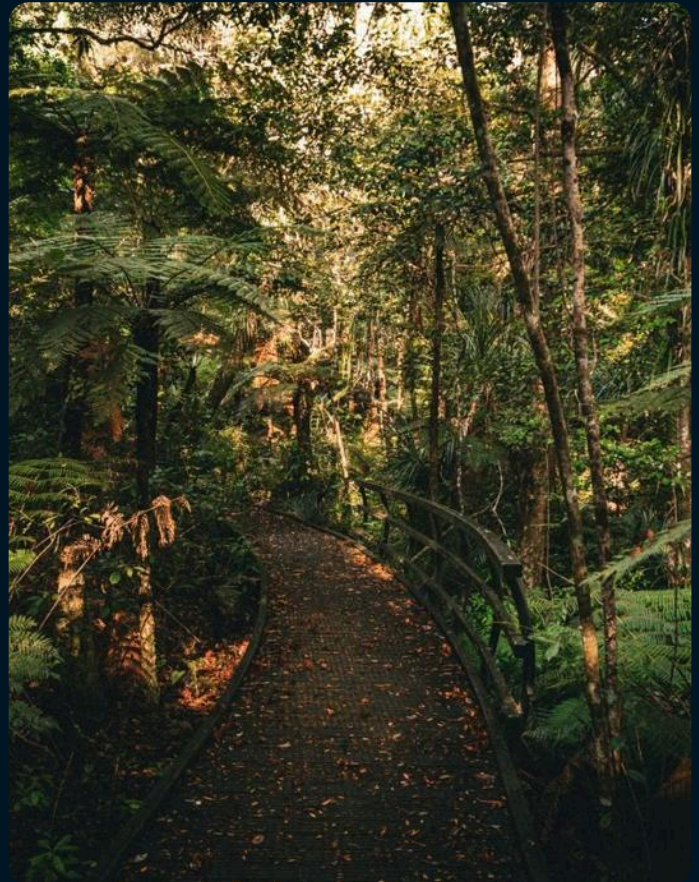
Aug 2025 – Jan 2026 (6 months)

DATA

Google Analytics 4, Search Console

REPORTING

Monthly audits and reviews



The experience is in the forest. The decision to book starts on Google.

02

THE CHALLENGE

A crowded market, and a site Google couldn't rank

Before we started, three problems were holding the business back.

01

A highly competitive niche

Established tourism companies held the top search positions, making it hard to break into the rankings.

02

Low organic visibility

Many pages didn't rank for the keywords that mattered, so the site missed most of the qualified traffic.

03

Thin content

Landing pages lacked depth and didn't match what travellers were searching for.

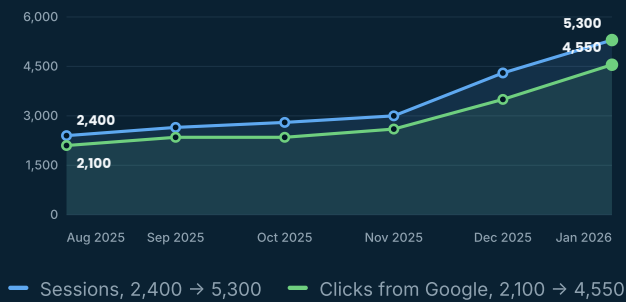
Six months of steady growth, then a peak-season surge

Traffic and conversions grew every month, and the work paid off fully as the summer travel season arrived.

Monthly organic traffic

GA4 sessions and Search Console clicks

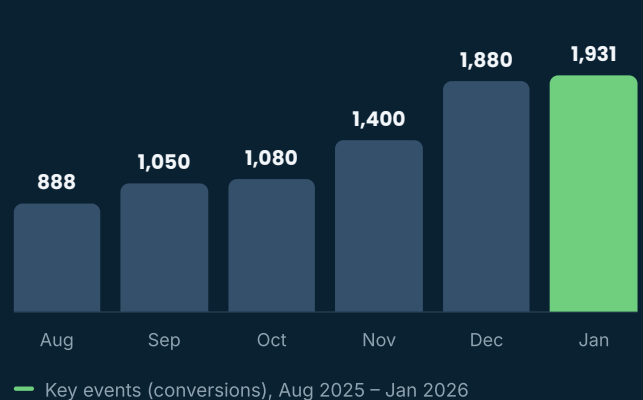
+121% sessions · clicks +117%



Monthly conversions

GA4 key events from organic visitors

+117% 888 → 1,931 a month



Six-month totals

Aug 2025 – Jan 2026

19,923

Organic sessions (GA4)

17,708

Clicks from Google (Search Console)

8,277

Key events (conversions)

6

Months from start to result

What changed

Start vs. latest month



Five pillars, one SEO program

Technical fixes made the site easy to read, content gave travellers answers, and links gave Google reasons to trust it.

01

Technical SEO

- Faster, mobile-friendly pages
- Crawl errors fixed, cleaner sitemap
- Tour schema for richer results

02

On-page SEO

- Titles, descriptions and headings for target keywords
- Stronger internal linking
- Content matched to search intent

03

Content

- A landing page for each major tour
- Blog posts for long-tail traveller questions
- Engaging copy and visuals

04

Off-page SEO

- Links from NZ travel blogs, local directories and tourism platforms
- More brand mentions

05

Measure and refine

- GA4 and Search Console tracking
- Monthly audits
- Strategy adjusted on the data

Measurable growth in a competitive market

Technical fixes, targeted content and quality links lifted traffic, rankings and bookings together, even against bigger competitors.

+121%

More organic traffic

Monthly organic sessions more than doubled in six months.

+117%

Conversions more than doubled

Monthly key events rose from 888 to 1,931.

Page 1

Competitive keywords ranking

Several competitive tourism keywords reached Google's first page.

Ecommerce SEO

Get your collections and products onto page one, and turn that traffic into orders.

Ecommerce SEO →

AI search optimization

Get your store named and recommended by ChatGPT, Perplexity, Gemini and Google AI.

AI SEO →

Ecommerce marketing

SEO, ads, email and conversion work run as one growth plan.

All marketing services →

Want results like these for your business?

Book a free call. We'll look at where you rank today and show you what we would fix first.

Book a call:

calendly.com/webecommercepros-com

or call **888-711-2347**

Data from the client's Google Analytics 4 and Google Search Console, August 2025 to January 2026. Monthly figures are rounded; totals are as reported. Client name withheld. Photos are illustrative. Every business is different, and past results don't guarantee future results.