



How iGapYear boosted search engine traffic...

iGapYear is an award-winning travel resource for students and people researching gap years.

At the end of 2006 they decided that the site needed some interesting, quality content to compliment the vast directory of jobs and opportunities.



I was commissioned to write a series of country and travel guides, providing introductions to unusual and popular destinations as well as advice on travel issues like health and budgeting.

Instead of cramming in keywords, we opted for natural optimisation. By increasing their content in a meaningful way, iGapYear has attracted more visitors from search engines.

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CASE STUDY - project completed by Anna Hollisey – more at www.copyqueen.co.uk



Adding keyword-rich content is an excellent way to boost optimisation (attract more search engine traffic). Making your website useful is also a good way to ensure that users will come back. These non-selling pages are a worthwhile investment, because they increase loyalty and ‘pre-sell’ the products or services that you do offer.