



## Brennan Vacations Achieves Premier Listings with 90octane

Brennan Vacations, a division of the Globus Family of Brands, offers unique premier escorted motorcoach and rail vacations featuring an all-inclusive price that includes premium accommodations, deluxe motorcoaches, comprehensive sightseeing, a la carte dining options and professional tour directors.

### Challenge

Brennan Vacations sought to extend its online presence, and use that presence to subsequently drive traffic to its website, through search engine optimization. More specifically, Brennan Vacations aimed to increase its listings for both brandspecific and general keywords across the most popular search engines. This presented a unique challenge as the travel industry in particular experiences extreme competition for general travel terms, and Brennan Vacations had no site optimization in place.

### Solution

To increase visibility and traffic to the Brennan Vacations site 90octane began by identifying the target audience. Brennan Vacations generally caters to vacationers searching for premium, or premier packages. 90octane then developed a unique keyword strategy around that audience and their search behaviors, which provided a point of focus for code recommendations. After initial implementation of the Search Engine Optimization Strategy, 90octane continued to submit the site on a regular basis to key search engines and updated optimization recommendations according to real-time results.

### Results

Within one week of implementation Brennan Vacations realized a 360% increase in Top 30 Listings, a 287% increase in Top 10 Listings and a 214% increase in Number 1 Rankings. On top of this, 88% of the increase in Top 30 Listings were attributed to travel and geographic-specific terms, indicating that 90octane's Search Engine Optimization Strategy greatly increased the ability of Brennan Vacations to gain visibility in front of audiences less familiar with its brand.

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