

# Incomparable results for *Ticket Compare*



TRAVEL

**+263%**

Organic **conversions**

**+330%**

**Top 10** rankings

**+259%**

Organic **users**

## Challenge

Ticket Compare, a website offering tickets for European football matches, faced several challenges in improving their organic traffic and conversions.

The site's content was not optimally structured for SEO, struggling to keep up with the dynamic nature of football fixtures and team changes. They approached us looking to help assist their growth.

## Our solution

Our strategy targeted football fans globally, seeking a memorable European football experience. The plan was to enhance organic search visibility, reducing reliance on the costlier pay-per-click (PPC) acquisition.

This was to be achieved by focusing on three key levels: league/tournament pages, individual team pages, and fixture pages. We also planned to leverage digital PR campaigns for better visibility and domain authority.

The implementation involved several steps:

- Refocusing the site exclusively on football content, removing non-performing pages like gig tickets.
- Publishing extensive evergreen content about European leagues, teams, and top fixtures.
- Overhaul their internal linking structure to build authoritative content clusters.
- Running football-focused PR campaigns for quality backlinks and coverage from top football publications, in order to enhance their link profile.
- Creating long-form informational content to attract organic traffic and additional links.
- Overcoming technical challenges with the site's CMS and content relevancy by automating content creation processes and enhancing evergreen URLs.

## Results

- A 3.3x increase in keywords ranking in positions 1-10 within 7 months, including a significant rise for 'premier league tickets'.
- Remarkable year-over-year growth, with organic users increasing 259% and conversions 263%.
- The campaign's success extended beyond just numbers, as it significantly enhanced Ticket Compare's market position, making it a more robust and profitable business.