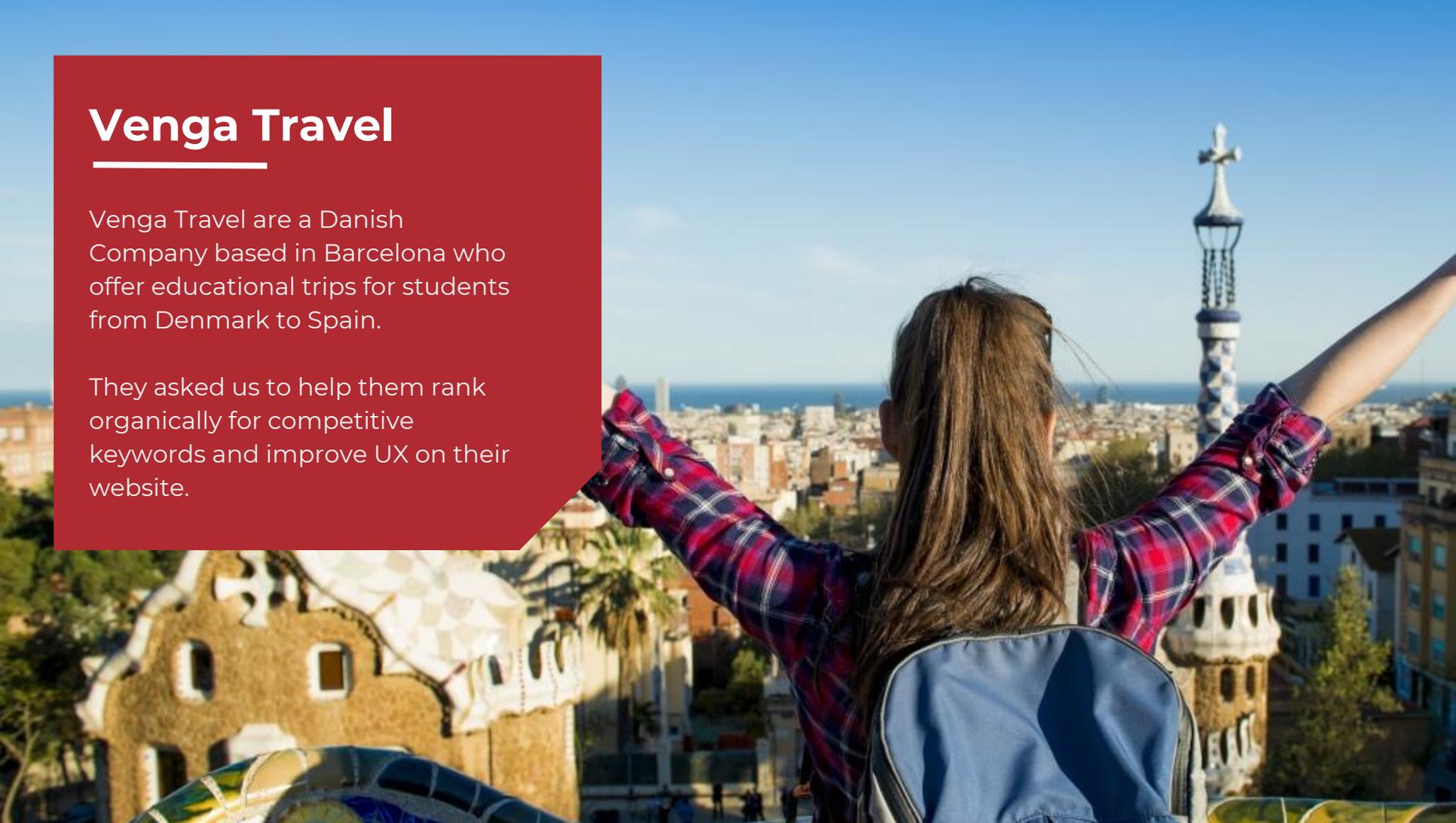


# Venga Travel

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Venga Travel are a Danish Company based in Barcelona who offer educational trips for students from Denmark to Spain.

They asked us to help them rank organically for competitive keywords and improve UX on their website.



# Our Approach

When Venga Travel Approached they had 2 goals in mind which were:

1 - Make sure they are on the first page of Google for highly competitive terms such as 'Study Trips' (In Danish)

2- Improve the UX on site as they had high bounce rate with a lot of visitors leaving.

We used a combination of our SEO, UX and Design skills to first analyse/ Audit their current site, then implemented the changes necessary to ensure the site was found via Google for the keywords we were targeting, and when users arrived at the site, they were able to navigate it clearly to then make an enquiry.

The campaigns are still ongoing, and we have seen a giant leap in both enquiries and usability on the site throughout 2018.

**51%**

Increase in enquiries  
comparing Q2 to Q1

**141.07%**

Increase in conversion rate



## Venga Travel - Key Takeaways

**51%**

Increase in enquiries  
comparing Q2 to Q1

**141.07%**

Increase in email enquiries  
of those looking to take  
study trips

**69%**

Increase in new visitors to  
the site throughout 2018.

# Testimonial

“

It's been great to work with a Digital Agency that can handle SEO, Website Development & Brand Growth all within one company.

We are extremely happy with the results we have received so far and look forward to continuing our ongoing relationship with Minty Digital.

”

J & M Kühnel- Joint Owners of Venga Travel

# Results

We helped Venga grow by getting a number of highly competitive keywords onto the **first page of Google**.

The UX improvements also helped improve time on site by over **126%**, which in turn, provided more valuable enquiries for Venga Travels busy seasons.

This has helped Venga improve their brand image and generate more enquiries.

studierejser spanien	4	↑9
studierejse	5	↑95
studietur malaga <small>+ add tag</small>	6	↑17
studierejser	8	↑86
studietur madrid	9	↑4

Keyword rankings increase!

## Users

All Users

68.07%

1,200 vs 714



## New Users

All Users

69.00%

1,161 vs 687



## Organic Traffic

73.00%

455 vs 263



## Organic Traffic

70.04%

420 vs 247



## Sessions

All Users

90.20%

1,843 vs 969



## Number of Sessions per User

All Users

13.17%

1.54 vs 1.36

