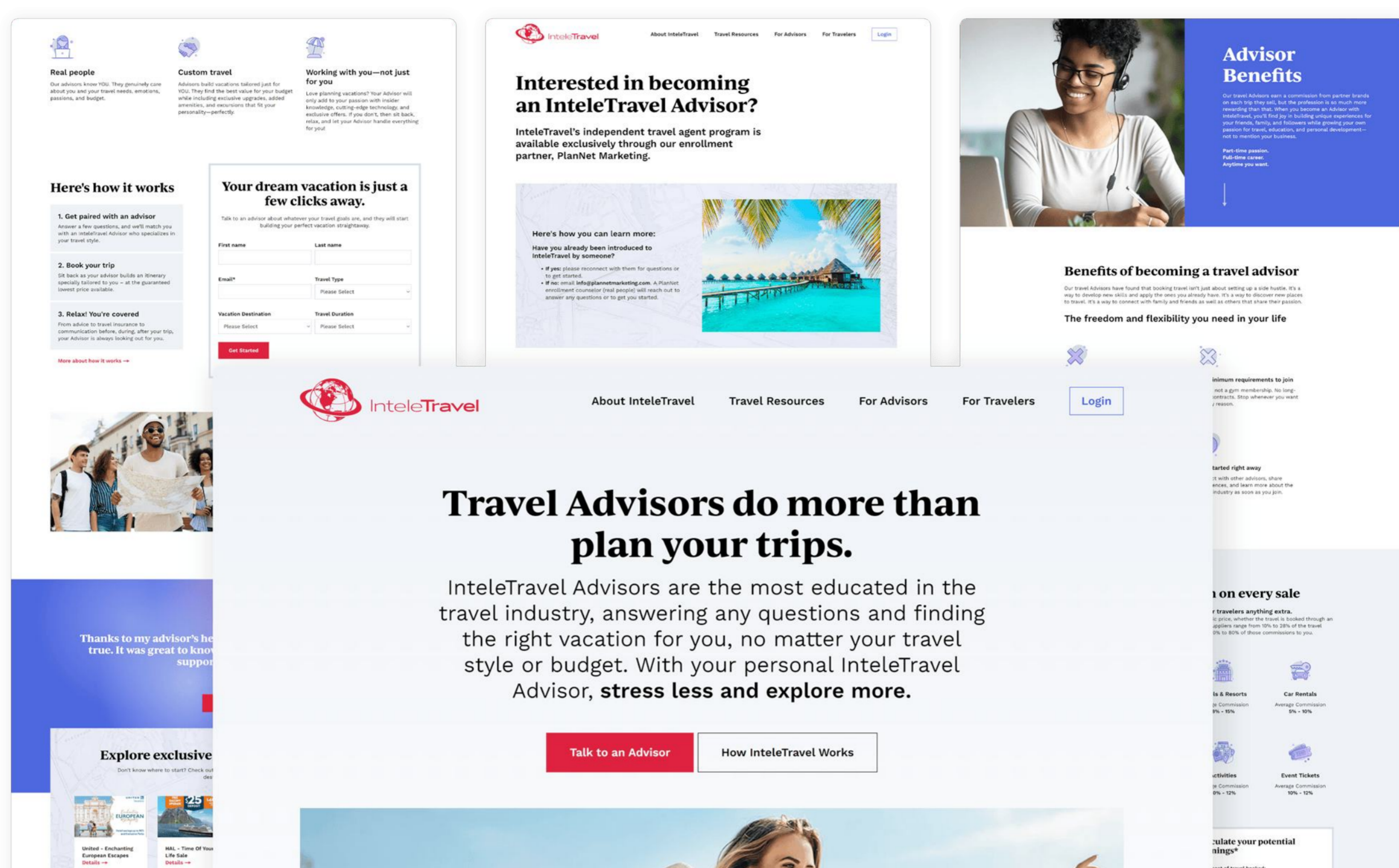


# Inteletravel

Redesigning the host travel agency's website to appeal to a new target audience



## Overview

IntelTravel's website was initial primary goal was to attract new travel advisors for recruitment purposes. This strategic focus on building a robust network of independent, home-based advisors brought great success, significantly contributing to the expansion of IntelTravel's advisor community. However, as market dynamics and consumer behaviors evolved, IntelTravel recognized the need to adapt its approach to keep pace with the changing travel industry landscape.

## Role

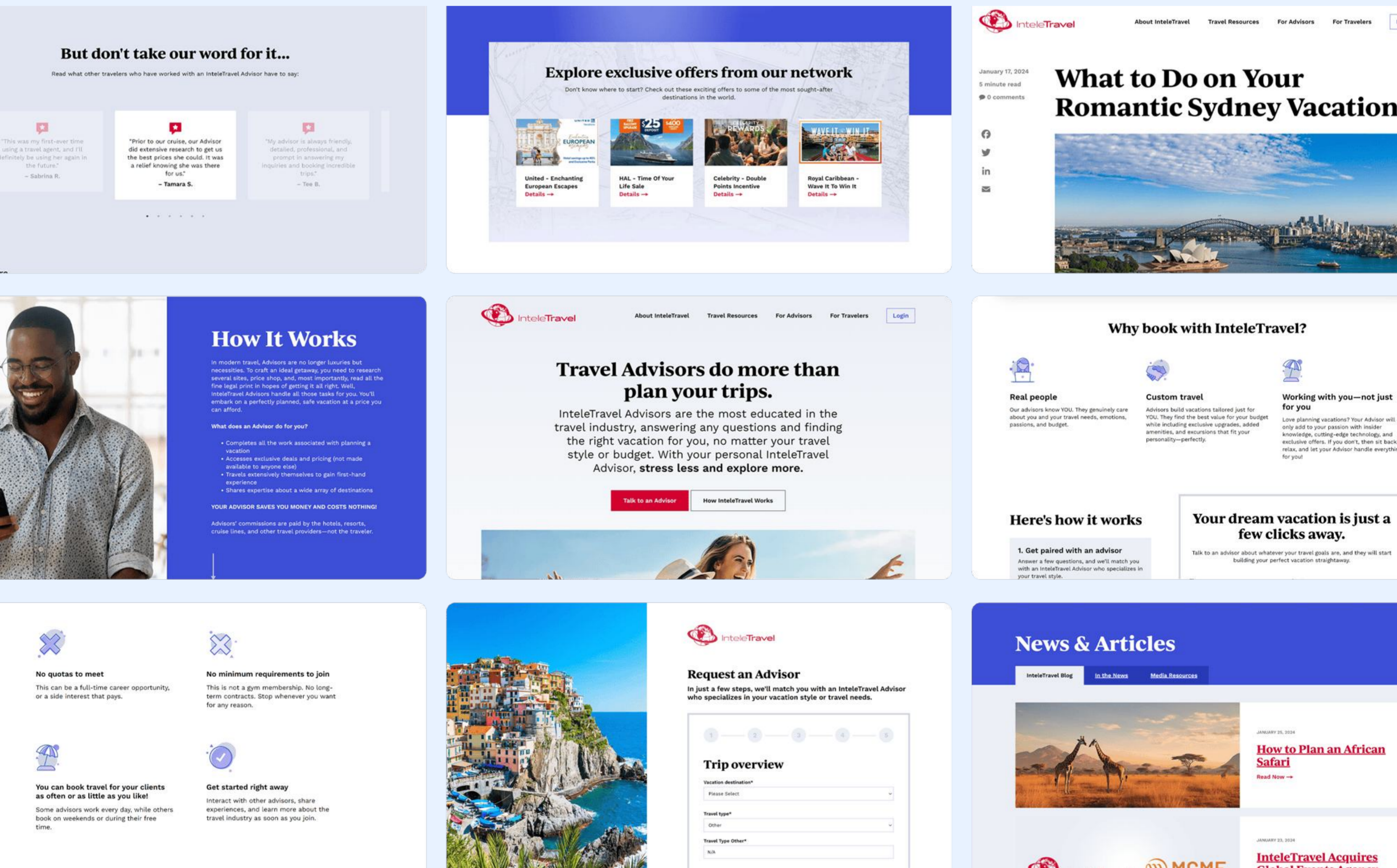
Web designer  
Content Strategy  
2021

## Challenge

The challenge was to change the content from targeting new travel advisors to the actual travelers themselves. The change in content and messaging should appeal to the traveler's need for a personalized experience.

## Solution

Build a new content strategy centered around travel blogs and questions that travelers cared about. By addressing their pain points and shifting the aesthetics of the website to appeal to travel, it would help IntelTravel's brand evolve. Another solution would be to grow in keyword rankings and improve in overall SEO.



## Results

- Website Transformation:** Successfully transitioned the IntelTravel site to cater to travelers, featuring a sleek design and content that resonates with a travel-savvy audience. This strategic shift not only redefined the site's purpose, but made it a vibrant portal for inspiring and attracting potential travelers.
- Content Strategy Overhaul:** Initiated a dynamic content strategy through engaging travel blogs, significantly improving SEO and repositioning IntelTravel as a thought leader within the travel industry. This move was instrumental in attracting a wider audience looking for travel advice and booking options.
- SEO & Lead Generation Success:** Achieved a substantial increase in travel-intent keyword rankings, from 27 top 10 rankings in Q1 2021 to 87 in Q1 2022—a growth of more than 200 percent. This SEO success translated directly into an impressive surge in leads, from 183 in Q1 2021 to 687 in Q1 2022, and sustained growth, with 1,165 leads in Q1 2023—marking a 374-percent increase in the first year.
- International Expansion:** Successfully launched U.K. and Mexico websites, significantly broadening IntelTravel's global footprint and enabling the brand to tap into new markets with localized offerings.

Visit IntelTravel [here](#)