



About the client: - Kabura Travel & Tours is a private tour service that offers private and guided tours, as well as an on request taxi-cab services, in and around Cape Town, South Africa. Kabura Travel & Tours is a family-run, 100% local company that exists to provide safe, reliable, and timely travel services to local and international guests visiting Cape Town and the Western Cape. Kabura Travel continues to enlarge its customer base in Cape Town.

Challenge:

- Maximize visibility
- Improve user experience
- Increase visitors website
- Improve traffic from organic search
- Improve ranking for main keywords
- Convert visits to bookings
- Improve online presence

Strategy

- Long-tail keyword research
- Website structure refinement
- Optimizing the site for mobile
- Technical audit to optimize website for non-popular keywords
- Post blogs relating to industry questions
- Including keywords in content that target audience search
- Adding call-to-actions(CTA) in each blog
- Promote across social media platforms
- Improving on-page optimization

- Generating high-quality links
- Created strategic internal backlinks from high authoritative pages to increase page authority and domain authority

Further, the idea was delivered with product keywords, map results, brand keywords, local SEO for the targeted country keywords. We ran SEO campaign on each of the targeted keywords like-Luxury Cape Town Tours, Cape Town Tour, Family Tours South Africa and Private safari tours South Africa. For this, we assign this very challenging SEO campaign to our most reliable team of SEO experts so that we that can focus on every possible aspect that our client wants.

Initially, we carried out comprehensive keyword research and profound analysis to analyze the existing content and new content requirement to boost the traffic to the website. Our efficient team identifies almost 20 keywords for these tours. Further, this follows up by the onsite performance, blogs optimization, navigation changes, content marketing and link building. Subsequently, our country based keywords bring improvement in the visibility. Asides, we put an extra effort to gain top organic ranking in the Tour & Travel based keywords set.

We nipped content to appeal traffic to the site. The process for improving user conversion and engagement rate optimization was also initiated.

Result: - Once again [Unified Business Web Solutions Pvt. Ltd](#) reiterated on its belief that targets are just number. One can achieve phenomenal results with concentrated and regular efforts across the Search engine landscape. Within a month a mammoth scaling of numbers has been observed.

Within a month the ranking of the selected keywords was pushed to the top ten positions on both Mobile and Desktop respectively.

Traffic Improved Continuously:



At present our main targeted keywords have good position in Google Search Engine and keywords are:

1. **Keyword:** Penguin Tours Cape Town

Initial Ranking	Current Ranking	Competition
Not in SERP	2	Medium

The screenshot shows a search result for 'Penguin Tours Cape Town'. At the top, there is a search bar with the text 'Penguin Tours Cape Town' and a magnifying glass icon. Below the search bar, it says 'Keyword difficulty: 48.93% (for google.com database) — View full report for this keyword'. The main result is titled '2. Penguin Tours Cape Town and Boulders Beach | | Kabura Travel' with the URL 'https://privatetourscapetown.com/tours/penguin-tours-cape-town/'. The description reads: 'An unforgettable South African Penguin experience organised in our 5 hour tour from any hotel in Cape Town. You will visit Boulders beach which boasts one of ...'. Below the description, there are several metrics: 'L: 2', 'LD: 1.47K', 'I: 956', 'Rank: 1.30M', 'Age: 2011|01|28', 'whois', '</> source', 'Rank: 6.16M', 'Adv Disp Ads: 105', and 'Pub Disp Ads: 0'.

2. **Keyword:** Cape of Good Hope Private Tour

Initial Ranking	Current Ranking	Competition
Not in SERP	2	Low

The screenshot shows a search result for 'Cape of Good Hope Private Tour'. At the top, there is a search bar with the text 'Cape of Good Hope Private Tour' and a magnifying glass icon. Below the search bar, it says 'Keyword difficulty: ... (for google.com database) — View full report for this keyword'. The main result is titled '2. Cape of Good Hope and Cape Point Private Tour | | Kabura Travel' with the URL 'https://privatetourscapetown.com/tours/cape-of-good-hope-and-cape-point-private-tour/'. The description includes a rating: '★★★★★ Rating: 5 - 8 reviews - R 1 500,00 - In stock' and text: 'Departing from Cape Town central hotels daily, we invite you to join us on this 8 to 10 hour Private Tour and experience the Cape of Good Hope and Cape Point ...'. Below the description, there are several metrics: 'L: 41', 'LD: 1.47K', 'I: 956', 'Rank: 1.30M', 'Age: 2011|01|28', 'whois', '</> source', 'Rank: 6.16M', 'Adv Disp Ads: 105', and 'Pub Disp Ads: 0'.

3. Keyword: Tours From Cape Town

Initial Ranking	Current Ranking	Competition
Not in SERP	7	High

Getting Started

Google

Tours From Cape Town

Keyword difficulty: ... (for google.com database) — View full report for this keyword

SEOquake

Parameters

SERP report

Export CSV

Sort this page

Locale

7. South Africa Tours | Cape Town Tour Packages | Private South Africa ...
<https://privatetourscapetown.com/>

Kabura Travel is the best private South Africa safari tours company which offers Private Cape Town tours, South Africa Tours Safari and the Cape Town Tours ...

L: wait... LD: wait... I: 956 Rank: 1.30M Age: 2011|01|28 whois source

Rank: 6.16M Adv Disp Ads: 105 Pub Disp Ads: 0

4. Keyword: Luxury Cape Town Tours

Initial Ranking	Current Ranking	Competition
Not in SERP	6	Medium

luxury Cape Town tours

Keyword difficulty: ... (for google.com database) — View full report for this keyword

6. cape town private day tours - South Africa Tours | Cape Town Tour ...
<https://privatetourscapetown.com/tour-category/cape-town-private-day-tours/>

Cape Town tours enjoy a variety of Cape Town Private Day tours, Cape Peninsula tours, Luxury Safari Tour South Africa, Garden Route and West Coast tours at ...

L: wait... LD: 1.47K I: 956 Rank: 1.30M Age: 2011|01|28 whois source

Rank: 6.16M Adv Disp Ads: 105 Pub Disp Ads: 0

5. Keyword: Cape Town Tours

Initial Ranking	Current Ranking	Competition
Not in SERP	9	High

Cape Town Tours

Keyword difficulty: ... (for google.com database) — View full report for this keyword

9. Cape Town City Tour to Table Mountain. 11 great stops around the city, and the fastest way to get to the Table Mountain Cableway! (Get Cableway tickets from ...
<https://www.citysightseeing.co.za/destinations/cape-town/pages/tours/>

L: 0 LD: 26.7K I: 3.26K Rank: 439K Age: 2007|02|17 whois source

Rank: 353K Adv Disp Ads: 0 Pub Disp Ads: 0

9. South Africa Tours | Cape Town Tour Packages | Private South Africa ...
<https://privatetourscapetown.com/>

Kabura Travel is the best private South Africa safari tours company which offers Private Cape Town tours, South Africa Tours Safari and the Cape Town Tours ...

L: 625 LD: 1.47K I: 956 Rank: 1.30M Age: 2011|01|28 whois source

6. Keyword: Private Safari Tours South Africa

Initial Ranking	Current Ranking	Competition
Not in SERP	5	Medium

Private safari tours South Africa

Keyword difficulty: ... (for google.com database) — View full report for this keyword

5. South Africa Tours | Cape Town Tour Packages | Private South Africa ...
<https://privatetourscapetown.com/>

BEST LUXURY AFRICAN SAFARIS TOURS. | PRIVATE SAFARI TOURS SOUTH AFRICA. South Africa-Zimbabwe & Botswana. Cape Town, Chobe River and Victoria Falls, Zimbabwe. South Africa. Cape Town/Garden Route/Kruger Park & Panorama. South Africa-Tanzania & Zanzibar. Namibia. Kenya -Tanzania – Masai Mara... South Africa And Mozambique.

L: 625 LD: 1.47K I: 956 Rank: 1.30M Age: 2011|01|28 whois </> source
 Rank: 6.16M Adv Disp Ads: 105 Pub Disp Ads: 0

7. Keyword: Cape of Good Hope Tour

Initial Ranking	Current Ranking	Competition
Not in SERP	8	High

Cape of Good Hope Tour

Keyword difficulty: ... (for google.com database) — View full report for this keyword

8. Cape of Good Hope and Cape Point Private Tour | | Kabura Travel
<https://privatetourscapetown.com/tours/cape-of-good-hope-and-cape-point-private-tour/>

★★★★★ Rating: 5 - 8 reviews - R 1 500,00 - In stock
 Departing from Cape Town central hotels daily, we invite you to join us on this 8 to 10 hour Private Tour and experience the Cape of Good Hope and Cape Point ...

L: 41 LD: 1.47K I: 956 Rank: 1.30M Age: 2011|01|28 whois </> source
 Rank: 6.16M Adv Disp Ads: 105 Pub Disp Ads: 0

8. Keyword: Tour To Cape Town

Initial Ranking	Current Ranking	Competition
Not in SERP	8	High

Tour To Cape Town

Keyword difficulty: ... (for google.com database) — View full report for this keyword

8. South Africa Tours | Cape Town Tour Packages | Private South Africa ...
<https://privatetourscapetown.com/>

Kabura Travel is the best private South Africa safari tours company which offers Private Cape Town tours, South Africa Tours Safari and the Cape Town Tours ...

L: 625 LD: 1.47K I: 956 Rank: 1.30M Age: 2011|01|28 whois </> source
 Rank: 6.16M Adv Disp Ads: 105 Pub Disp Ads: 0

9. Keyword: Cape Town Tour

Initial Ranking	Current Ranking	Competition
Not in SERP	9	High

The screenshot shows a search engine interface with the search term 'Cape Town Tour'. Below the search bar, there is a 'Sign in' button and a 'Keyword difficulty: 52.05%' indicator. The main result is for '9. South Africa Tours | Cape Town Tour Packages | Private South Africa ...' with the URL 'https://privatetourscapetown.com/'. The snippet describes Kabura Travel as the best private South Africa safari tours company. Technical data includes: L: 625, LD: 1.47K, I: 956, Rank: 1.30M, Age: 2011|01|28, whois, source, Rank: 6.16M, Adv Disp Ads: 105, Pub Disp Ads: 0.

10. Keyword: Best Tours In Cape Town

Initial Ranking	Current Ranking	Competition
Not in SERP	11	High

The screenshot shows a search engine interface with the search term 'Best Tours In Cape Town'. Below the search bar, there is a 'Sign in' button and a 'Keyword difficulty: ...' indicator. The main result is for '11. South Africa Tours | Cape Town Tour Packages | Private South Africa ...' with the URL 'https://privatetourscapetown.com/'. The snippet describes Kabura Travel as the best private South Africa safari tours company. Technical data includes: L: 625, LD: 1.47K, I: 956, Rank: 1.30M, Age: 2011|01|28, whois, source, Rank: 6.16M, Adv Disp Ads: 105, Pub Disp Ads: 0. A second result is visible for '12. Discover the best things to do in Cape Town | Kabura Travel' with the URL 'https://privatetourscapetown.com/tour-category/cape-town-private-day-tours/'.