



## Happy Holidays!

Success China Tours have used SEO and PPC services from ineedhits to increase online bookings by 85%.

### Success China Tours

Success China Tours is a tour operator based in the heart of Beijing, China. Their team of local english speaking guides have helped thousands of tourists experience the wonderful landscapes and culture of China for over 15 years.

The owner of Success China Tours, Mark has been working in the tourism industry for more than fifteen years and has extensive experience in arranging quality tours to all parts of China.



#### Who They Are



www.successchinatours.com  
Tour operator based in Beijing, China.

#### Campaign History

- Started with ineedhits Google AdWords in January 2009.
- Search engine optimization campaign begins in June 2009.
- 20 additional keywords added to SEO campaign in June 2010.

#### What They Achieved

- 85% increase in conversions (online bookings).
- 45% increase in Google organic search engine traffic.
- High conversion rates from targeted search engine traffic.

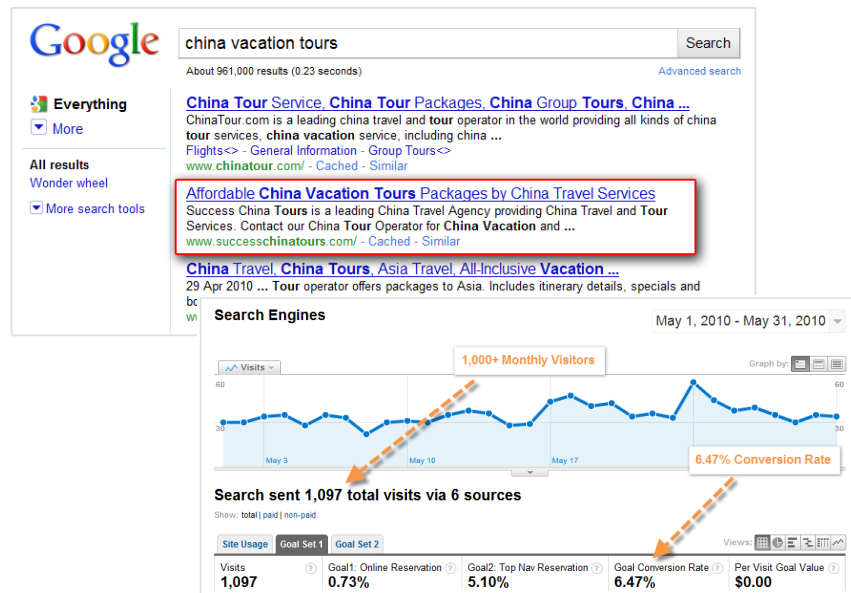
### A Complete Google Marketing Campaign

Success China Tours have used a combination of ineedhits SEO and PPC services to achieve fantastic results. Combining Google AdWords advertising with our guaranteed SEO program has allowed Success China Tours to dominate Google search results for any queries related to tours in China.

### The Results - Bookings Increased By 85%

The combined impact of Google AdWords advertising and search engine optimization (SEO) has seen Success China Tours increase their bookings and traffic.

- 85% Increase in Bookings/Reservations
- 45% Increase in Organic Search Engine Traffic
- Over 1,000 New Visitors Every Month
- 83% of Website Traffic Delivered from Search Engines



*"We've definitely seen a big increase in bookings and website traffic. I'm very happy with the results from ineedhits."* Huixiang Cheng

Call us today to see how we can generate the same results for you!

USA: 866 873 5834  
UK: 0800 036 0096  
AUS: 1800 750 204

