



+221% revenue uplift for Icelandic airline

Holistic Digital PR drives record visibility growth

Builtvisible.



Client
Icelandair

Industry
Travel

Services
SEO, Digital PR

Icelandair was founded in 1937 and is today one of the leading airlines offering flights to and from Iceland. Their unique transatlantic flight options allows customers to stop-over in Iceland at no extra cost.

For Icelandair, it doesn't just stop at flights. Their multifaceted holiday packages make them the giant of Icelandic tourism, offering fantastic options for travellers all across America and Europe.

The challenge

Icelandair and Builtvisible are long-term partners since 2013. Our shared aim is to work together to continuously drive search and content performance.

When the COVID-19 pandemic hit in 2020, the global impact to organic search demand throughout the travel industry was colossal.

Prior to the pandemic Icelandair had strong momentum in key markets, with organic visibility and revenue increasing consistently. Navigating a turbulent and ever changing landscape was our fundamental challenge; we needed to ensure years of hard work and investment to date weren't lost and to lay strong foundations for the future as the world began to recover and open up again.

Our work together had already identified a sizeable opportunity within Digital PR for priority markets like the US and UK. Our aim was simple; maximise visibility and organic performance through link building so we could capitalise on consumer demand when it returned.

The solution

Our strategy with Icelandair has always been data led and revenue focused. We carry out our proprietary Opportunity Sizing projects in key markets such as the US and UK annually to ensure we are investing time and effort in the right areas.

From the Opportunity Sizing it was clear there was a huge opportunity in the 'off page' bucket i.e. our target URLs needed links in order to compete in top positions in the rankings.

This was excellent news for us, and a relatively quick win; over the years of working together we have developed a mutually beneficial relationship built on trust which facilitates efficient and impactful work. This allows us to create engaging on-brand ideas first time and sign off is seamless.

To capitalise on this opportunity, we broke our Digital PR efforts out into two effective streams.

1. Growth campaigns

These are larger asset based campaigns designed for specific URLs which need a significant number of high quality links to start competing amongst competitors in the SERPs.

2. Flexible link building

Our second stream of activity involves more agile tactics, such as link realignment and small scale campaigns, which maintain momentum and provide a consistent stream of links while the larger campaigns are being developed and outreached. These can be used for general domain strengthening, or where a URL needs fewer high quality links to rank in the SERPs.

These two streams only work with vast amounts of flexibility and creativity. The lightweight tactics require the team to be alert, involved in conversations, agile and able to turn work around at a lightning pace. The growth campaigns demand the team to think creatively about how to appeal to the target audience, while simultaneously making it link worthy and in keeping with Icelandair's brand guidelines.

The pandemic only increased this need. For example, we had to consider the type of content customers and journalists would engage with during lockdown. While links were our primary KPI, we also wanted to ensure our campaigns were evergreen, and the content we produced also encouraged potential customers to add Iceland to their bucket list for post lockdowns travels, facilitating future revenue generation.

A few of our campaigns are below:

Iceland welcomes you back

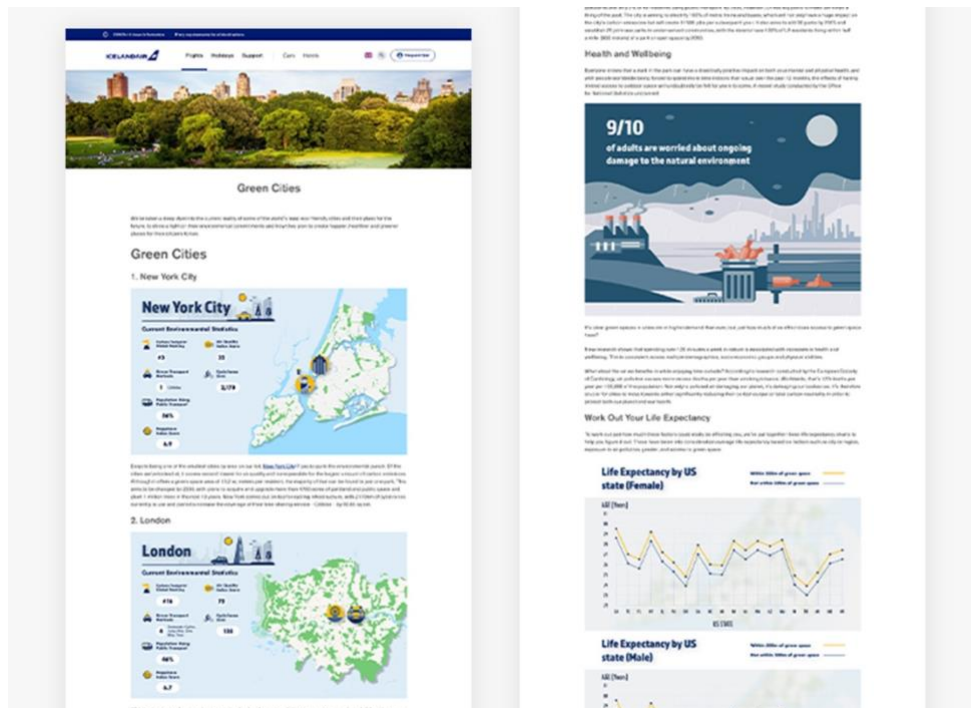
Our first piece created in 2020 utilised stunning aerial videos Icelandair had already created, minimising the need for additional creative investment. We added depth to these videos by organising calming, descriptive voice-overs and making the surrounding content link-worthy to entice interest from the journalists.



Green cities

Our campaign strategy projects always provide multiple creative angles; taking the same approach, our Green Cities piece focused on ranking cities where Icelandair flies to across factors such as air quality, access to car-free roads and cycleways, and reduced exposure to pollution from public transport.

This resonated well as so much of the public had spent significantly more time indoors and were hyper-aware of physical and mental benefits of having access to clean air and green space.



With the growth campaign and flexible link building tactics ongoing throughout the last 2 years we have built over **318 high quality links** with an **average DA of 53** to target URLs across the US and UK market.

The results

At a time of global turmoil, Icelandair made the forward-thinking decision to continue to invest in SEO and Content. Through proactive organic implementation and Digital PR we navigated the dramatic business and sociological changes that occurred throughout the pandemic together.

The results of this validated all challenging decisions made during the pandemic, exceeding forecasts and expectations.

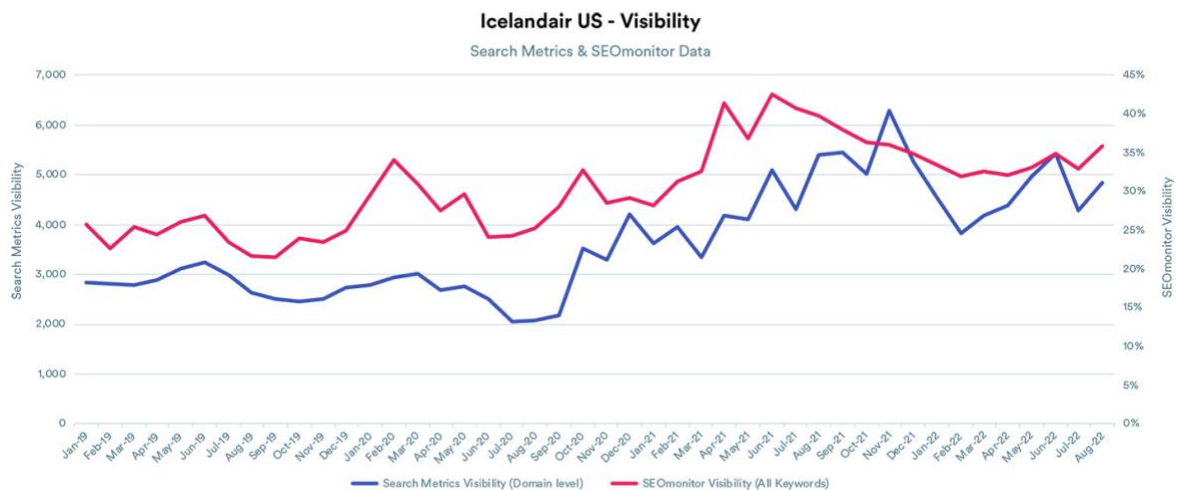
Due to the agility and creativity of both the Builtvisible and Icelandair teams we were able to achieve fantastic results at pace. The hard work from the team, as well as the pent-up desire of the general public to travel and explore, led to Icelandair's organic performance surging well above pre-pandemic levels, achieving record breaking highs in both the UK and US markets.

Some of main highlights are below:

The US Market

+226% more organic revenue in Jan-Aug 22 vs 2019.

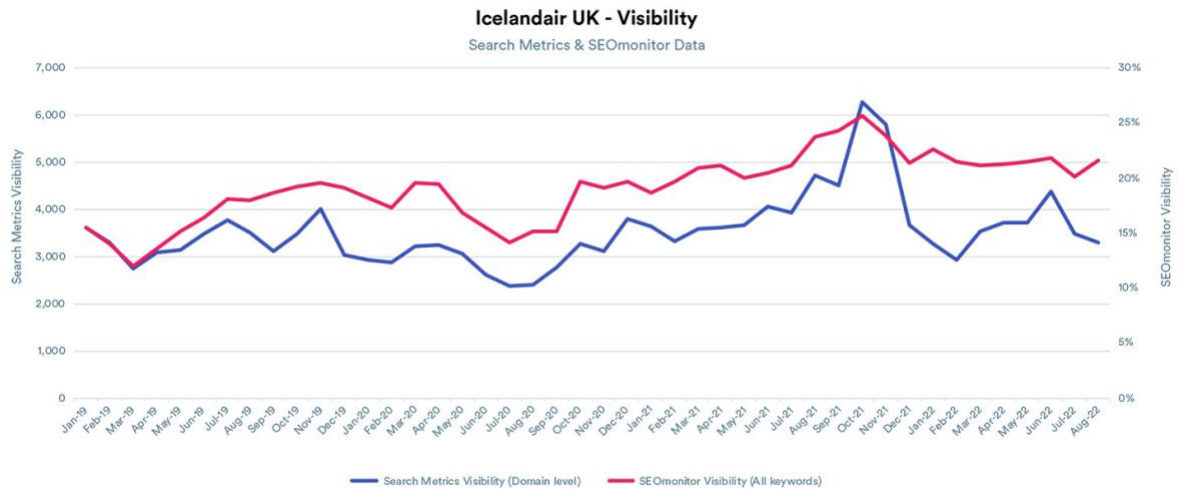
- Icelandair's organic presence grew **+35%** since the beginning of 2019.
- Visibility for priority keywords also **increased by 39%**, driven by a **62% growth in top 3 rankings (+168)**, **22% growth in page 1 rankings (+192)** and **68% increase** in the overall volume of **ranking keywords (+998)**.



The UK Market

+103% more organic revenue in Jan-Aug 2022 vs 2019.

- **+40% increase in visibility** for priority keywords, from **114% growth** in top 3 rankings **(+157)**, **101% growth in page 1 (+343) rankings** and **72% growth in new ranking keywords (+744)**.



The surge in visibility safeguards Icelandair's long term organic performance, allowing them to maximise revenue from consumer demand now that travel restrictions are largely lifted. They are in optimal positions prior to their winter peak.

Don't just take our word for it

Icelandair has worked with Builtvisible since 2013.

During this time we have gone through good times as well as challenging times and Builtvisible has been a great support in both cases. We see Builtvisible as a key partner for Icelandair, supporting us with challenges we will face going forward.

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