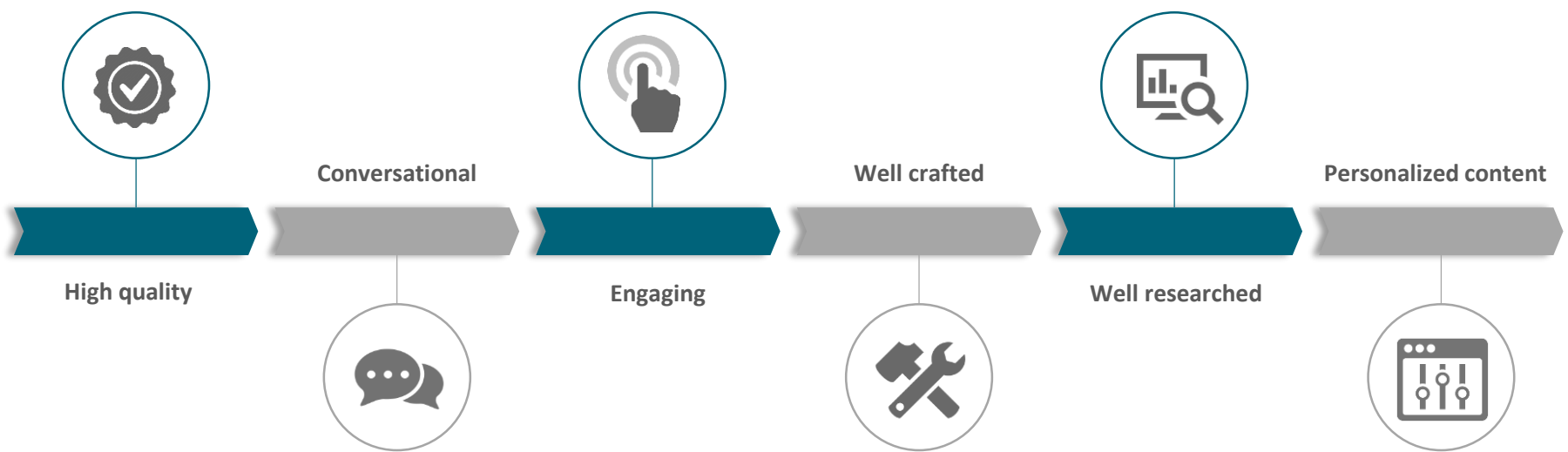


Travel Blogs

Technology

A leading tours-and-travel portal offering flight bookings and travel deals approached Netscribes to formulate a content strategy that would link its myriad offerings to engaging stories of travel, food, cultures, and experiences. The critical need was to ensure that the articles do not come across as jaded or rehashed, but offered unique insights about places by employing a personalized tone. Our engagement with the client began in November 2014.

Requirements



Netscribes' Solution

Netscribes offered to create content around a wide range of topics, ensuring that it was unique and personalized — and not similar to travel blogs that offer only factual advice. The idea was to generate a buzz around a place, and to link it with all that the client had to offer.

We have also initiated an SEO engagement with the client — over and above the blog requirement.

Creating a repository of social-media share worthy articles and generating traffic for the client's main website.