

Google Search Ads Campaign Case Study 2

Travel Gocool Media | Manali Tour Package | Website Traffic

1. Project Title & Goal

Title: Website Traffic Campaign for Travel Company

Goal: Drive targeted traffic to the website for destination-based travel packages using Google Search Ads.

2. Campaign Overview

- **Company:** Travel Gocool Media
- **Focus:** Destination-based Travel Packages (e.g., Manali, Goa, Bali)
- **Platform:** Google Search Ads
- **Objective:** Website Traffic
- **Target Audience:** India-based travel seekers aged 20–40
- **Budget:** ₹ 1000/day
- **Campaign Name:** Search-Website Traffic-Manali Trips-July

3. Keyword Research Strategy

- **Tools Used:**
 - Google Keyword Planner
 - Google Ads Transparency Center
 - Ubersuggest

- **Target Keywords:**
 - "Manali Trip Cost"
 - "Manali Tour Packages"
 - Book Manali Tour
- **Match Types:** Broad, Phrase

4. Competitor Keyword Research

- Analyzed keywords from:
 - makemytrip.com
 - traveltriangle.com
 - thrillophilia.com
- Tools:
 - Google Ads Transparency Center
 - Semrush

5. Campaign Settings

- **Campaign Type:** Google Search Network Only
- **Bidding Strategy:** Maximize Clicks
- **Language:** All Languages
- **Location:** Tier 1 Cities in India
- **Ad rotation:** Optimize: Prefer best performing ads
- **URL:** <https://travel.gocoolmedia.in/>

6. Responsive Search Ads (RSA)

Headlines:

- Trip to Manali from ₹3,999
- Budget Manali Tour Packages
- Trusted Travel Partner
- Discover Your Next Adventure
- Plan Your Dream Trip Today

Descriptions:

- Best Manali tour deals with hotels & sightseeing. Book your trip today!
- Limited-time discount on Manali getaways. Travel with confidence.
- Custom Manali packages for solo, couple, and family. Easy booking.
- All-inclusive Manali trips. Transport, hotels, and guides included.

7. Ad Extensions

Callout Extensions:

- Custom Packages
- All inclusive packages
- No hidden charges
- Budget friendly Options

Sitelinks:

- Download itinerary
- Amenities Offered
- Budget Packages
- Contact Us

Structured Snippet:

- **Header:** Destinations
- **Values:** Manali, Uttarkashi, Shimla

Call Extension: Business contact number added

8. Key KPIs & Optimization Plan

- **CTR Goal:** > 6%
- **Avg. CPC Goal:** ₹8-15
- **Website Visits Goal:** 200+ clicks/week

Next Steps:

- Monitor search terms & add negatives weekly
- Test headlines with location vs. benefit focus
- Use heatmap tools to optimize landing page
- Expand campaign to Goa/Bali after testing

9. Summary & Learnings

- Focused destination keyword strategy helped drive qualified clicks
- Responsive ad format increased relevance and CTR
- Ad extensions boosted visibility and engagement
- Structured setup now allows for remarketing & scaling

[Budget Manali Trip Planner | Trusted Travel Partner | Book Manali...](#)

[Ad](#) travel.gocoolmedia.in

Limited-time discount on Manali getaways. Travel with confidence. Best Manali tour deals with hotels & sightseeing. Book your trip today!

All-Inclusive Packages - Customizable Trips - Budget-Friendly Options - No Hidden...

Destinations: MANALI, UTTARKASHI, SHIMLA

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