— SEO · GEO · AI SEARCH · SOCIAL · REDDIT

SEO & GEO STRATEGY 2027

FOR TRAVEL BUSINESSES.

8-WEEK STRATEGY PACKAGE

A done-for-you search strategy for Marketing Directors and Heads of Digital.

CAPTURE. . CONVINCE. . CONVERT. . COMMERCIAL.

Who is this package for?

YOU KNOW SEARCH NEEDS A PLAN. BUT, YOU DON'T HAVE TIME TO WRITE IT?

01
MARKETING DIRECTORS

Accountable for growth, but pulled between budgets, brand and board reporting.

Sound like you?

02
HEADS OF ECOMM

Own online revenue and need organic to grow without rising ad costs.

Sound like you?

03
HEADS OF DIGITAL

Manage the digital teams day to day, with no spare capacity for deep strategic planning.

Sound like you?

WE DO THE PLAN. YOU DELIVER.

We build the SEO & GEO strategy. **Your team delivers it**, with a clear plan of who does what and when.

WHY YOU NEED AN SEO & GEO STRATEGY FOR 2027

SEARCH HAS CHANGED.

01
SEARCH IS ACROSS MULTIPLE CHANNELS

Buyers research across Google, ChatGPT, Gemini,, TikTok, Reddit and review sites, to name a few; no longer just one search bar.

02
AI ANSWERS MEANS NO CLICKS

AI Overviews and LLMs answer questions before anyone clicks. Being cited is now as important as ranking.

03
TRUST SIGNALS DECIDES

Reviews, third-party mentions and real expertise decide which brands get recommended, by people and by AI.

04
BUSY ISN'T A PLAN

Without a prioritised roadmap, teams keep busy on tasks that don't move revenue.

FOR TRAVEL

Trips are increasingly planned in conversation with AI assistants. The brands that get suggested win the direct booking; the rest lose it to OTAs.

HOW IT WORKS

FIVE STEPS: KICK-OFF TO HAND-OVER.

01
DISCOVERY

A call or a face-to-face meeting to understand your business goals and current SEO & GEO set-up and resource.

02
ANALYSIS & STRATEGY

We analyse your competitors, the search landscape, your industry, your customers and then build the strategy.

03
STRATEGY PRESENTED TO YOU

We present the strategy to you and your team in a virtual meeting (can be F2F if prefer).

04
YOUR FEEDBACK

Your team reviews the strategy and shares the feedback.

05
REFINE & HAND OVER

We refine the strategy and build a 12-month rollout plan with an owner for every task, then hand it over.

HOW WE BUILD YOUR STRATEGY

THE FOUR C'S FRAMEWORK.

Every strategy is built around four pillars, which together take a buyer from search to sale.

C1
CAPTURE

Get found by more of the right people, wherever they search.

Destination and experience content built for trip-planning queries.

C2
CONVINCE

Build the trust that gets you recommended and chosen.

TripAdvisor and Google reviews, expert guides, first-hand content.

C3
CONVERT

Turn more visits into revenue.

Booking journey, availability and pricing clarity.

C4
COMMERCIAL

Grow demand and brand beyond the website.

YouTube and TikTok inspiration, PR and partnerships.

BUILT WITH A MULTI-PLATFORM LENS

Google | LLMs | Social Media | ★ Review Platforms

TIMELINE

STRATEGY DELIVERED IN 8 WEEKS.



— INVESTMENT

STRATEGY ONLY OR STRATEGY AND PLAN? YOU DECIDE.

CORE · REQUIRED

SEO & GEO STRATEGY

£6,250

WHAT'S INCLUDED:

- Discovery call or meeting
- Competitor, landscape, industry and customer analysis
- SEO/GEO strategy across Google, LLMs, social and reviews
- Strategy presented to your team

+

OPTIONAL ADD-ON

DETAILED 12-MONTH ROLLOUT PLAN

£3,500

WHAT'S INCLUDED:

- Strategy refined after your feedback
- Month-by-month 12-month rollout plan
- Owner assigned to every task
- Final hand-over session

STRATEGY + 12-MONTH PLAN TOGETHER TOTAL COST: **£9,750**

33% MORE SALES & 30% LESS PAID SEARCH SPEND.

THAT'S WHAT OUR STRATEGY DELIVERED FOR LUXURY VILLA COMPANY, MI CASA TU CASA LAST YEAR...

Case study

B2C / ECOMMERCE · TRAVEL

33% MORE SALES & 30% LESS PAID SEARCH SPEND

WHY IT MATTERS

In a high-cost-per-click market, growing organic leads while cutting paid spend is the fastest way to lower your cost per lead.

+33% Lead uplift YoY

-30% Paid search spend

+654% Increase in AI Search enquiries

mondayclicks

CLIENT

micasatucasa

Mi Casa Tu Casa · Ibiza Luxury Villa Rental

GOAL

Generate more organic leads through SEO & GEO, reducing reliance and costs of paid search.

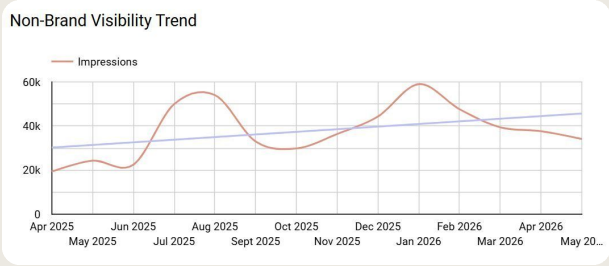
RESULTS

01 **Sales** – 33% lead uplift YoY, generating 100% occupancy for all 21 villas across high season.

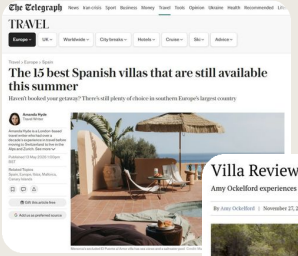
02 **Paid search spend** – reduced paid spend by 30%, enabling the brand to invest into organic channels such as website, PR and social SEO content.

03 **LLM brand visibility** – Digital PR activity supported non-brand visibility across LLMs and Google, generating 227% more brand impressions and a 654% increase in AI Search enquiries YoY.

NON-BRAND VISIBILITY TREND

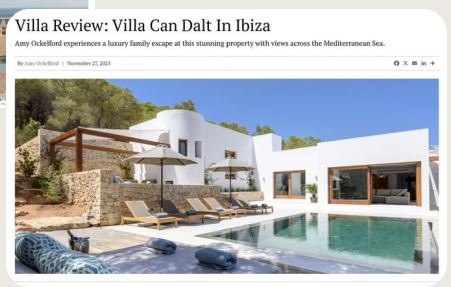


DIGITAL PR COVERAGE


The Telegraph

TRAVEL

The 15 best Spanish villas that are still available this summer


Villa Review: Villa Can Dalt In Ibiza

Amy Ockelford experiences a luxury family escape at this stunning property with views across the Mediterranean Sea.

ABOUT MONDAY CLICKS.

AWARD-WINNING SEO, GEO & PAID SEARCH AGENCY

BE FOUND.
BE TRUSTED.
BE CHOSEN.

SEO, GEO and Paid Search for Brands That Want To Be Found.

OUR MISSION

TO MAKE SEARCH SIMPLE AND PROFITABLE

We help ambitious brands **attract**, **engage** and **convert** customers online.



TRUSTED BY BRANDS INCLUDING

Kingfisher

HH® HellyHansen

BREMONT

NISSAN

MUSTO

Absolute™ Collagen

TESTIMONIALS

WHAT OUR CLIENTS SAY

CLIENT FEEDBACK

WHY IT MATTERS

Results get you noticed. The way we work together is why clients stay.

monday**clicks**

"

I've been working with Monday Clicks for the past year, and I cannot recommend them enough. They offer a level of care and attention that's truly exceptional. They took the time to understand our brands, goals, and audiences, and tailored their approach to fit our needs perfectly. Their support in planning out our digital strategy has been invaluable. What sets them apart is their responsiveness, strategic thinking, and willingness to go above and beyond, something you rarely get from agencies these days. Highly recommend Monday Clicks to any business looking to elevate their SEO and GEO performance with a smart, agile, and results-driven team.

Kingfisher

"

Working with the Monday Clicks team has been one of the best decisions our business has made. Their expertise across a range of projects, from SEO content to conversion rate optimisation and strategic consultancy, has delivered outstanding results.

BHN

"

Ridiculously efficient is the phrase that comes to mind when I think about Monday Clicks. My experience working with the MC team is beyond words. I would definitely recommend any company to use their services.

Absolute Collagen

— NEXT STEP

LET'S BUILD YOUR 2027 STRATEGY. TOGETHER.

Book a discovery call and your strategy can be in your team's hands within 8 weeks.

BOOK A DISCOVERY CALL

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