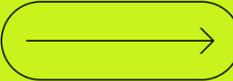


Case Study

SEO Results for WeGoBond

Higher Rankings, Visibility & Engagement 

2025-2026

Create. Optimize. Deliver.



About Wegobond

Wegobond is a women-only travel company that curates safe, empowering, and experiential trips for solo women travelers and small groups. Their itineraries span India and global destinations, offering deeply immersive journeys hosted by experienced female trip leaders.

As a niche and rapidly growing travel brand in the “women travel” category, WeGoBond competes in a high-intent search space where travelers actively seek trustworthy, women-focused travel services. To strengthen their digital presence and increase qualified trip inquiries, WeGoBond needed a focused SEO strategy tailored to high-value travel keywords.

We partnered with WeGoBond to enhance search visibility, improve content depth, and scale organic traffic through data-driven SEO.



The Challenge

WeGoBond's website had strong brand positioning but faced SEO limitations common in travel websites:



- Low visibility for “women-only travel,” “solo women travel groups,” and destination-specific search queries.
- Core trip pages not ranking for destination+travel-intent keywords (e.g., “women group trips Japan,” “women travel groups India”).
- A blog presence that lacked keyword strategy, internal linking, and topical clusters.
- Weak metadata optimization across trip pages.
- Missing FAQ schemas and structured content that boost E-E-A-T (Experience, Expertise, Authority, Trust).
- Limited content depth around safety, itineraries, travel tips, and value differentiators — crucial for women travelers.
- Poor ranking for commercial-intent travel keywords, reducing inbound trip inquiries.



Objectives

Our SEO strategy aimed to position WeGoBond as a top authority in the women-only travel niche.

- Improve rankings for high-value keywords like women travel groups, women-only trips, solo women travel India, women group tours, and destination-specific travel terms.
- Increase organic traffic across itineraries, destination pages, and blogs.
- Strengthen topical authority in categories such as women's safety, solo travel, and community travel.
- Optimize trip pages for higher visibility and conversion.
- Expand organic lead generation through better content funnels and keyword-optimized metadata.
- Position WeGoBond as a category leader through strategic SEO, technical optimization, and authority-building content.

SEO Approach: What Digital Rhetoric Executed



1. Periodic Website Audits

- Monthly and quarterly SEO audits
- Fixing technical issues affecting crawlability and performance
- Improving URL structures, redirect cleanups, and addressing speed issues

3. Meta Tags Optimization

- Improved meta titles and descriptions across all priority pages
- Ensured character limits, keyword placements and improved CTR-focused copywriting

2. Revised Keyword Strategy

- Updated keyword mapping as per the new client's offerings
- Added new high-intent keywords recommended by the client
- Prioritised ranking difficulty vs. search volume

4. Schema Markup Implementation

- Added Organization schema, Breadcrumb schema, and FAQ schema where applicable
- Improved SERP visibility and enhanced information display

SEO Approach: What Digital Rhetoric Executed



5. Internal Linking Enhancements

- Created a stronger internal linking structure between itineraries, blogs and category pages
- Ensured siloed architecture for destination pages
- Helped search engines understand the hierarchy and improved ranking flow

7. Other SEO Activities

- Image optimization
- Blog content recommendations
- Competitor benchmarking
- Fixing broken links
- Improving mobile experience

6. Blog Strategy & Content Expansion

Developed a structured editorial plan including topics like:

- Solo Travel Tips for Women
- How Women-Only Group Trips Empower Solo Travelers
- Best Destinations for Women Travel in 2025
- Built topical clusters to increase authority in the travel niche.

Results (Jan – Dec 2024)

Organic Sessions & User Activity (GA4)

34K Active Users & 33K New Users	Organic Search 32K sessions (+10.9% YoY)	Total Organic Traffic up 12.3%
Referral Traffic grew by 17.4%	Average Engagement Time up by 10.5% & Engaged Sessions per user up by 17%	Total Views reached 81K, & Overall Events grew 11.6%

Results (Jan – Dec 2024)

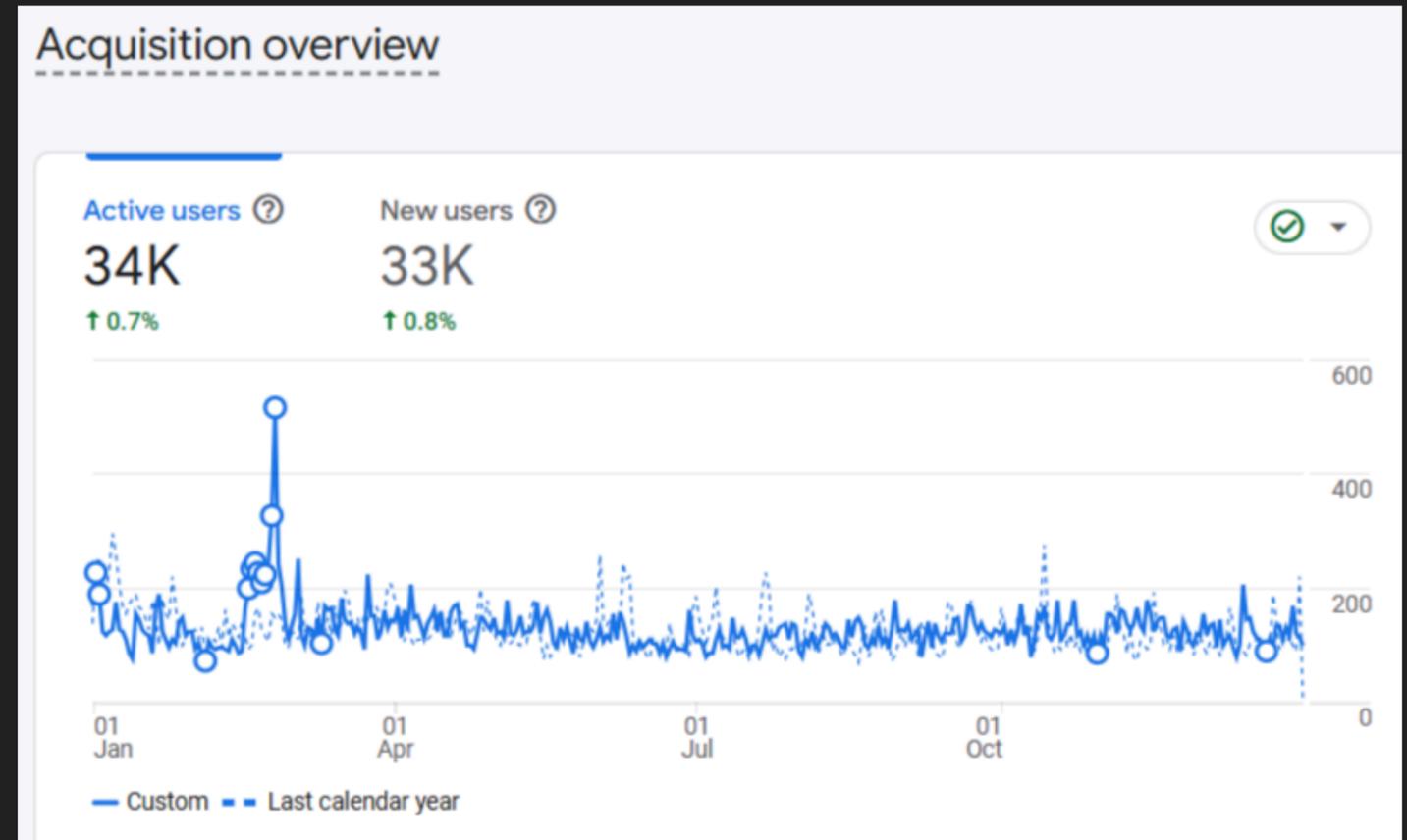
Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	32K	↑10.9%
Direct	17K	↓19.8%
Organic Social	3.8K	↓27.0%
Referral	5.8K	↑86.3%
Unassigned	391	↑53.9%
Paid Search	4	-
Organic Video	0	↓100.0%

[View traffic acquisition: session primary chan...](#)

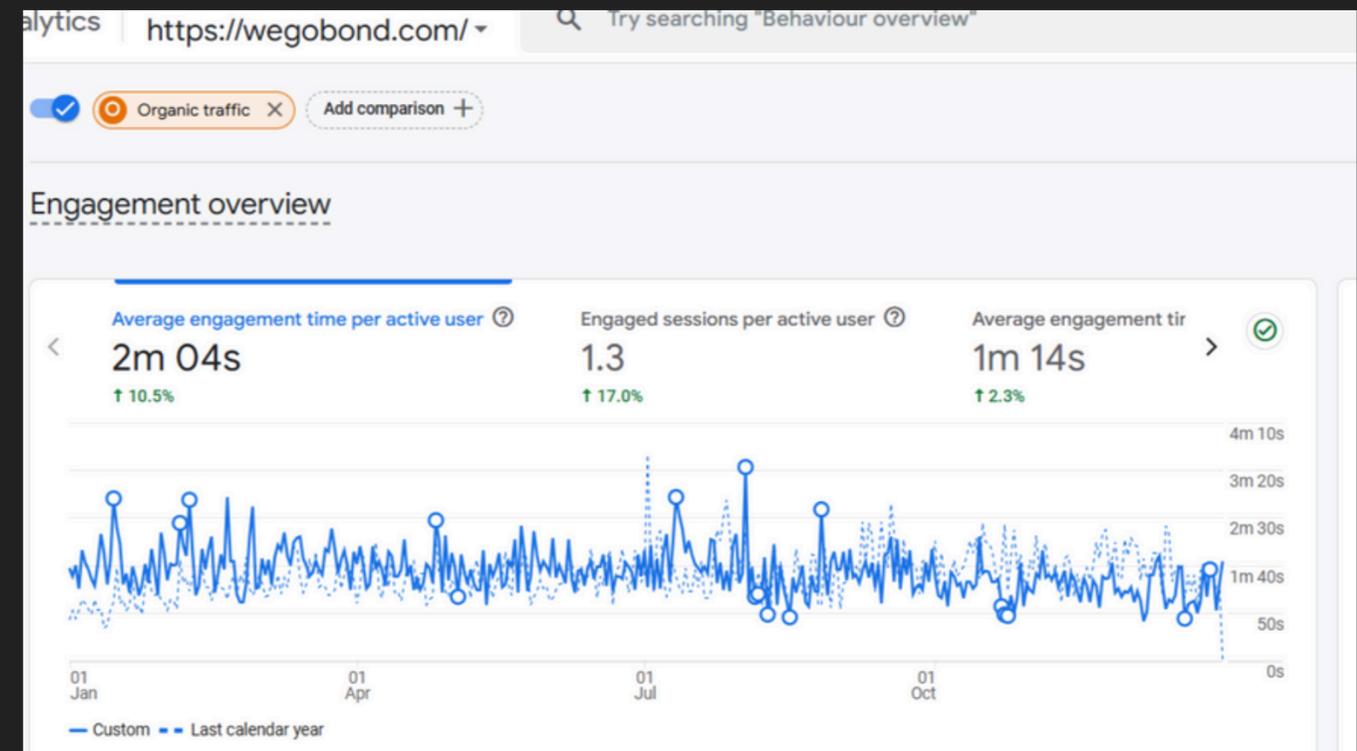
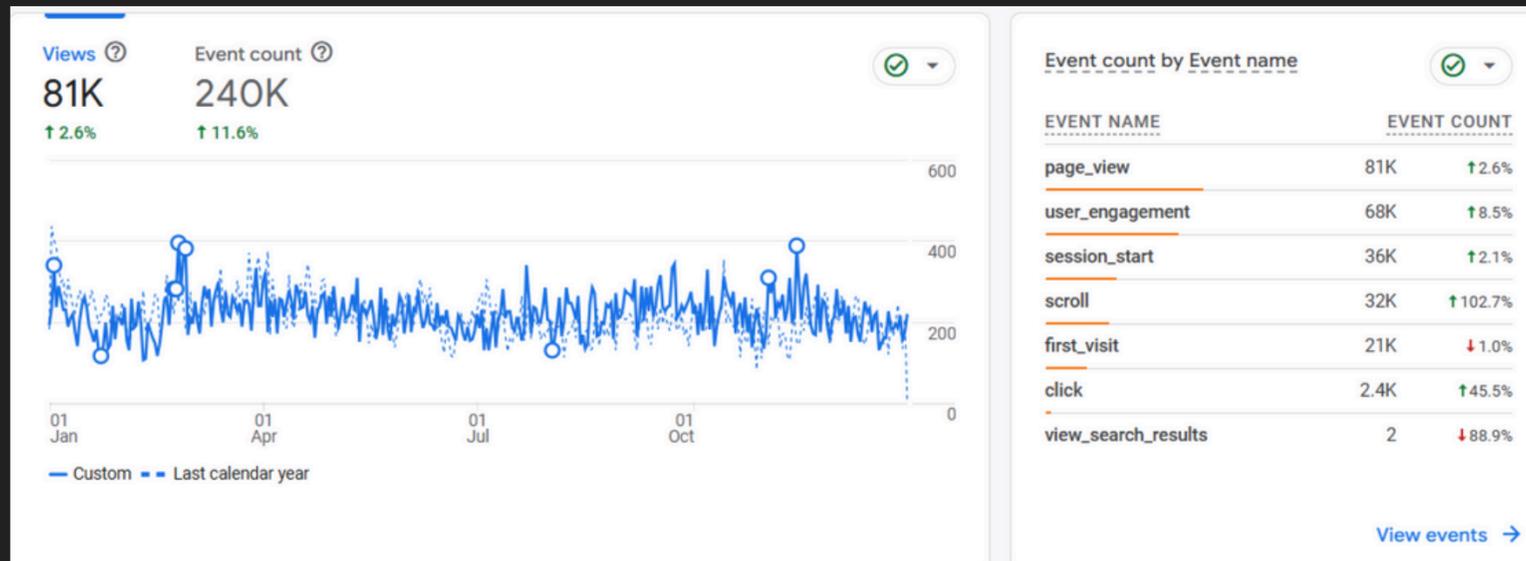
Sessions by Session manual me...

SESSION MANUAL ...	SESSIONS	
organic	32K	↑12.3%
referral	9.9K	↑17.4%
event-discovery-platf...	1	-



Results (Jan - Dec 2024)

Engagement Overview



Results (Jan – Dec 2024)

Key AI Traffic Metrics (2024)

- Total AI Sessions: 29 (vs. 0 in 2024)
- Engaged Sessions: 20 (vs. 0)
- Engagement Rate: 68.97%

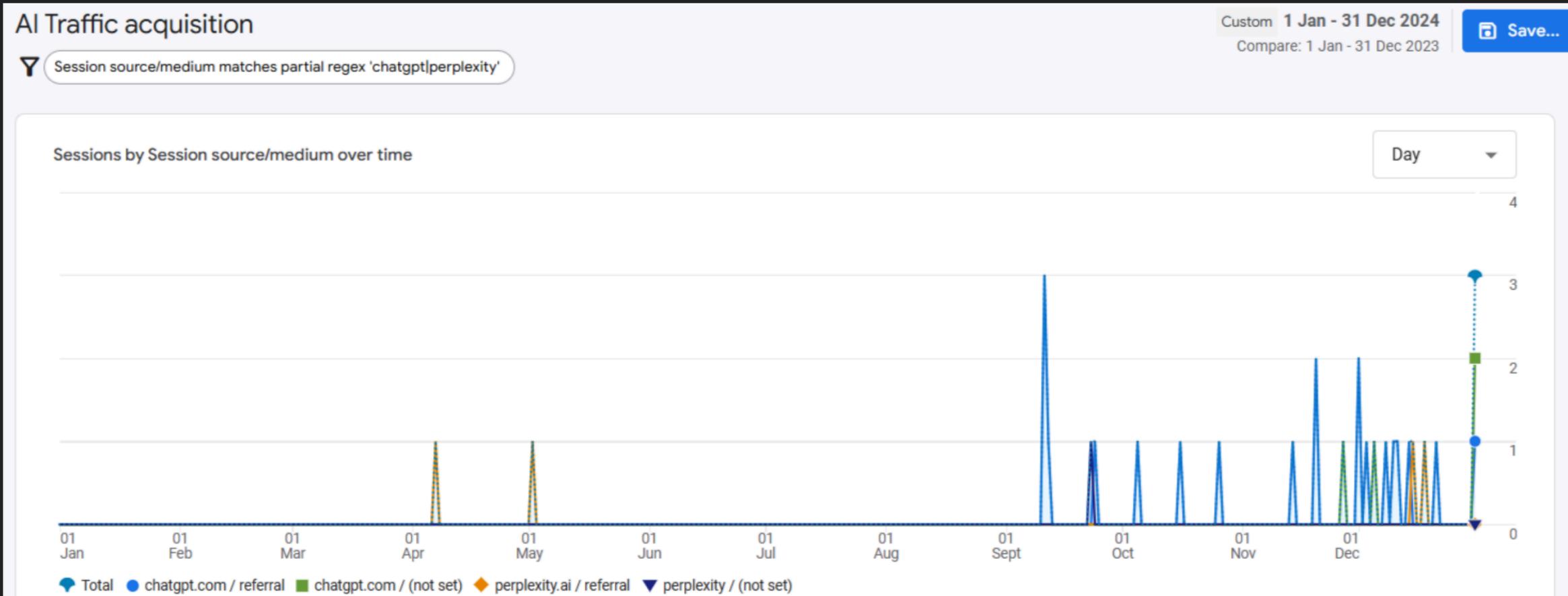
Results (Jan – Dec 2024)

Strategic Impact

- **Higher AI Visibility:** WeGoBond content is now appearing in ChatGPT and Perplexity for travel and itinerary queries.
- **Quality Engagement:** A strong 68.97% engagement rate shows users from AI platforms find the content valuable.
- **Early AI Search Presence:** WeGoBond is establishing a foothold as AI tools evolve into major discovery channels.
- **AEO Growth Potential:** With continued AI-focused optimization, WeGoBond can further increase traffic and visibility from these platforms.

Results (Jan - Dec 2024)

Strategic Impact



Results (Jan – Dec 2024)

Strategic Impact

Analytics | All accounts > WeGoBond | <https://wegobond.com/> | Try searching "Behaviour overview"

Session source/medium	Sessions	Engaged sessions	Engagement rate
+ SHOW ALL ROWS Total	29 vs. 0	20 vs. 0	68.97% vs. 0%
1 chatgpt.com / referral			
1 Jan - 31 Dec 2024	20 (68.97%)	14 (70%)	70%
1 Jan - 31 Dec 2023	0 (-)	0 (-)	0%
% change	0%	0%	0%
2 chatgpt.com / (not set)			
1 Jan - 31 Dec 2024	4 (13.79%)	4 (20%)	100%
1 Jan - 31 Dec 2023	0 (-)	0 (-)	0%
% change	0%	0%	0%
3 perplexity.ai / referral			
1 Jan - 31 Dec 2024	4 (13.79%)	1 (5%)	25%
1 Jan - 31 Dec 2023	0 (-)	0 (-)	0%
% change	0%	0%	0%
4 perplexity / (not set)			
1 Jan - 31 Dec 2024	1 (3.45%)	1 (5%)	100%
1 Jan - 31 Dec 2023	0 (-)	0 (-)	0%
% change	0%	0%	0%

Keyword Ranking Improvements

Top Keywords Ranking #1-3	Page 2-3 Keywords Moved to Top 10
Women's only travel groups India	ladies group tour packages
Women's travel groups and tours India	ladies' only trip in india
personalized women's special tours	ladies' travel group
Senior women's travel group	women's group trips
women's group holidays	Solo woman travel groups
group trips for women	female travel group
travel trips for women	group tours for women
women's travel group tours	
women's solo travel groups india	
women-only tour groups	
Women-only trips India	



Conclusion



The year-long SEO efforts have delivered measurable improvements across traffic, visibility and ranking performance. With consistent optimisation and content expansion, WeGoBond is on track for even stronger organic dominance in 2025.

We will continue scaling their SEO strategy with:

- More destination-based content
- Enhanced blog strategy for informational queries
- AI-driven keyword clusters
- Continuous technical monitoring

This case study highlights the power of structured SEO and ongoing collaboration with the WeGoBond team.



THANK YOU!



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