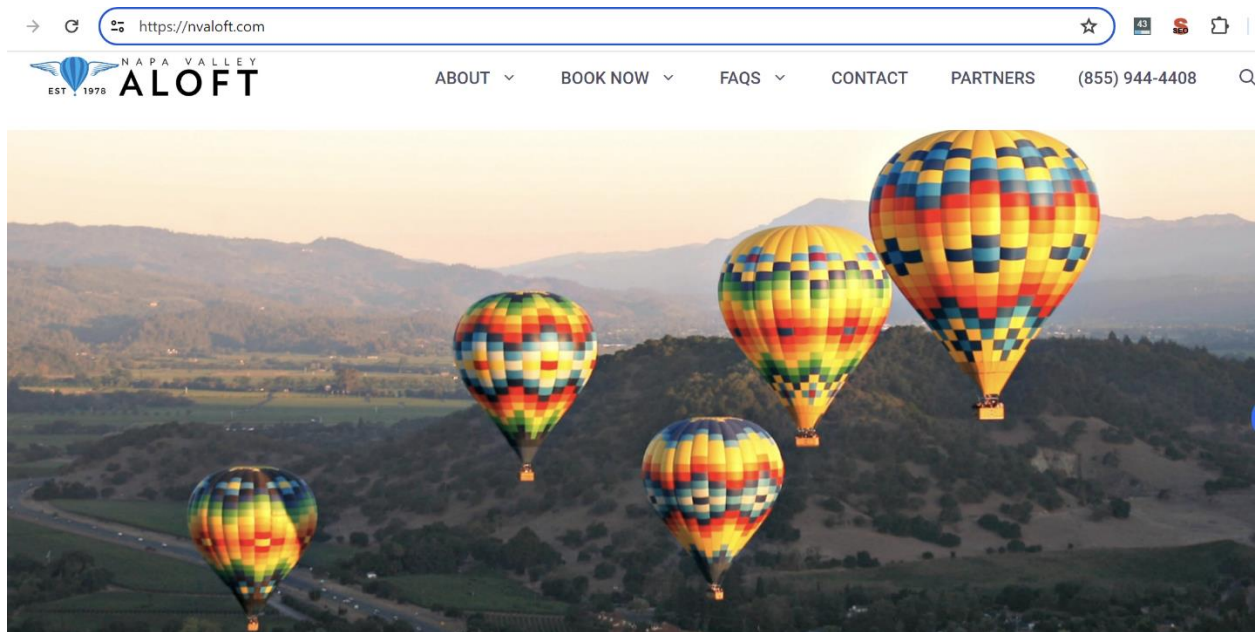


## Napa Valley Aloft (<https://nvaloft.com/>)



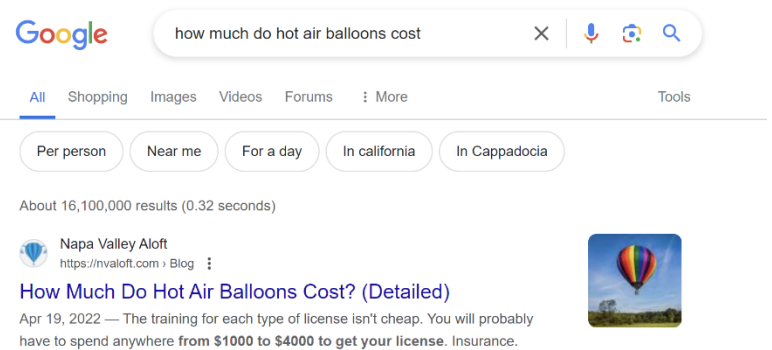
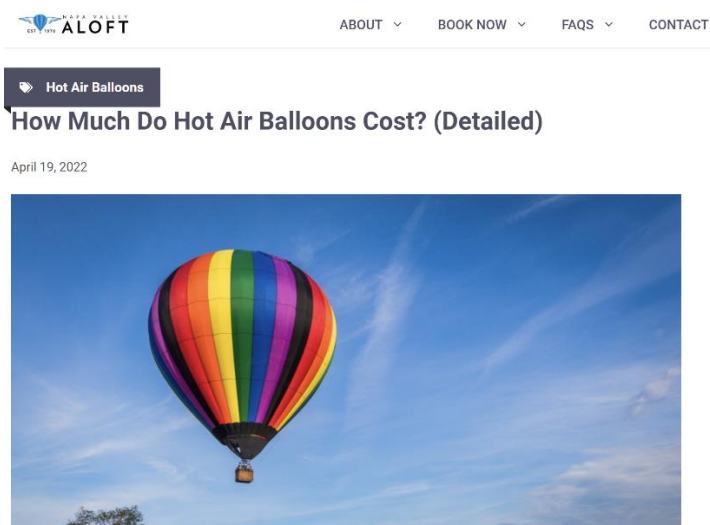
Napa Valley Aloft is a hot air balloon tour company in Napa Valley. I was put in charge of this account for eREACH in March 2022 and worked on it until March 2023.

### **Key Highlights:**

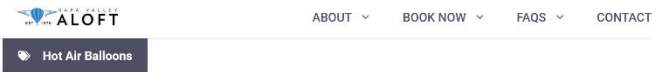
#### **New Content:**

We created three new articles for the NV Aloft website, and each performed well. Two of the articles ranked near the top of SERPs for their targeted keywords.

#### **How Much Do Hot Air Balloons Cost?**

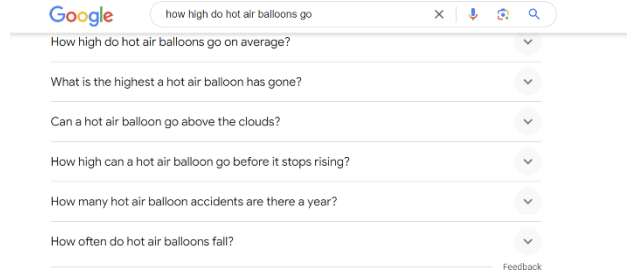


## Height and Speed: How Fast and High Do Hot Air Balloons Go?

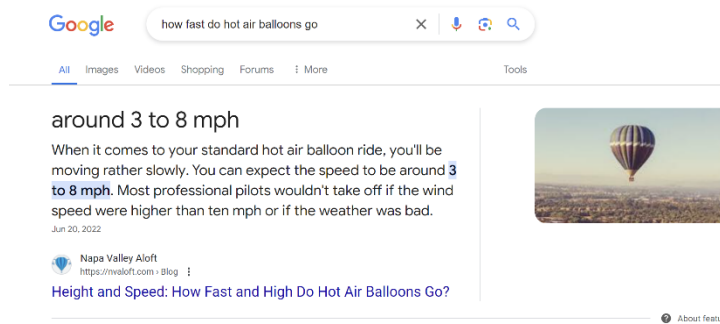


### Height and Speed: How Fast and High Do Hot Air Balloons Go?

June 20, 2022



Napa Valley Aloft  
<https://nvaloft.com> · Blog  
**Height and Speed: How Fast and High Do Hot Air Balloons ...**  
Jun 20, 2022 -- For the most part, hot air balloons will travel **between 1,000 to 3,000 feet**. The main reason why they travel within this range is primarily due ...

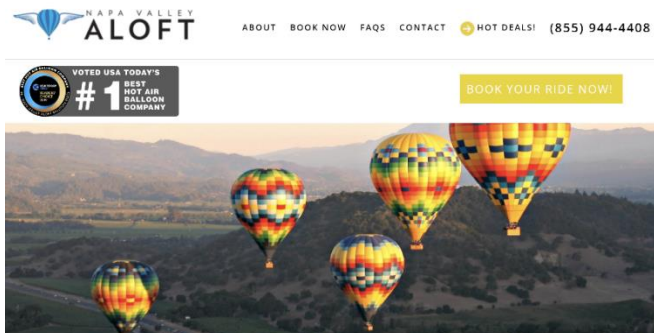


## Website Redesign and Updates:

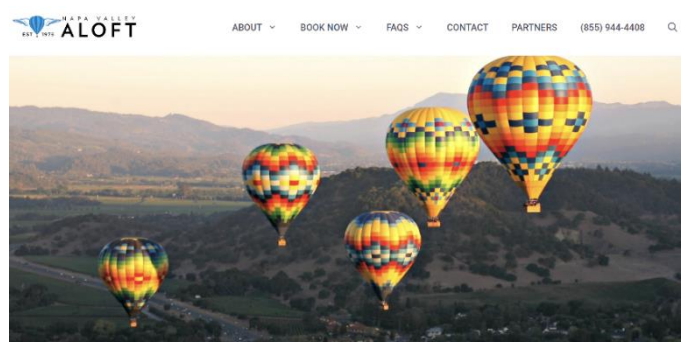
The primary work done for NV Aloft was a website redesign. The goal was to have a similar design to the original website but updated for functionality.

### Top of Homepage

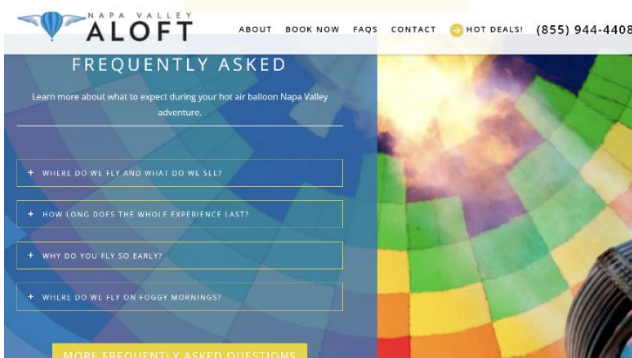
Before:



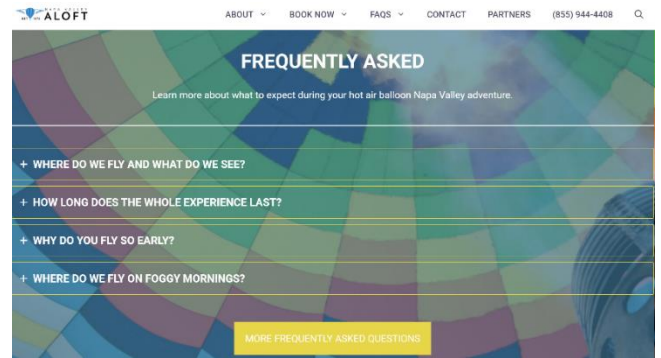
After:



## Homepage: Frequently Asked Before:



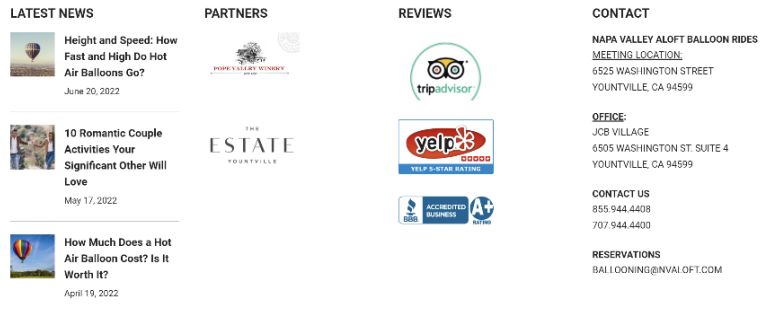
## After:



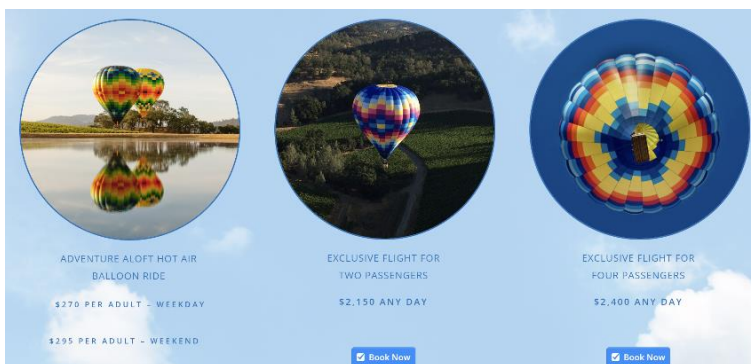
## Footer Before:



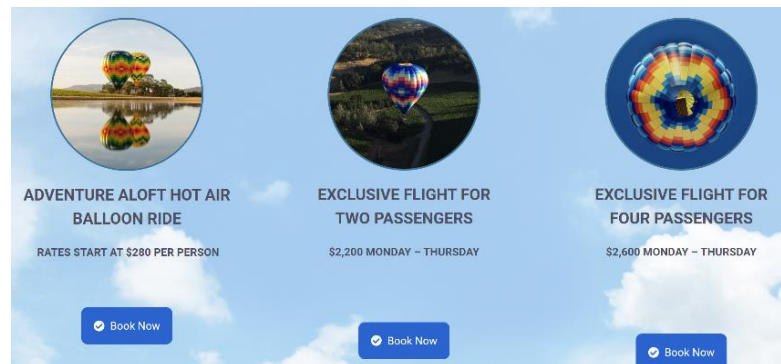
## After:



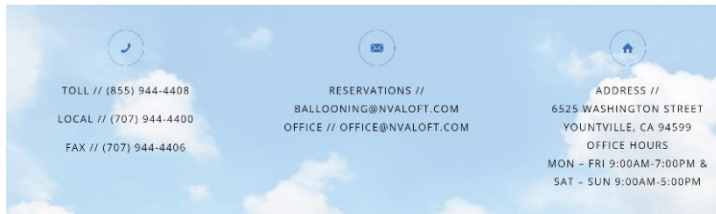
## Booking a Ride Before:



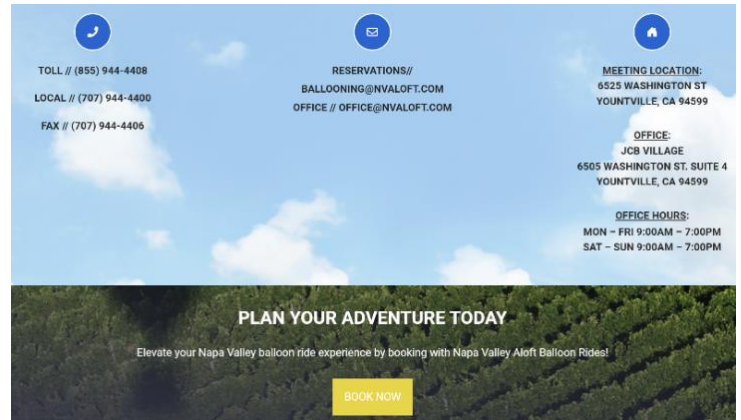
## After:



## Contact Page: Before:



## After:



## Additional Results and Final Thoughts:

The new articles added to NV Aloft's website helped attract a fair amount of organic search traffic, which helped kickstart this campaign. The articles also helped provide a framework for creating future successful content.

Apr 2022 - Mar 2023

All Changes View all position changes	2K	↑ Improved Grown traffic positions	160	↓ Declined Decreased traffic positions	62	Changes on SERP Significant SERP changes	n/a
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All Position Changes 2,039

+ Add to keyword list Manage columns 12/15 Export

Filter by keyword Filter by URL Hide filters

All Positions Organic SERP Features Positions Position changes Volume KD Intent Advanced filters

Keyword	Intent	Previous	Current	Diff.	Traffic C	Traffic %	Changes on SERP	Volume	KD %	CPC	URL
> <input type="checkbox"/> hot air balloon >>	C	37	15	↑ 22	+251	6.39	n/a	60.5K	75	0.56	nvaloft.com/
> <input type="checkbox"/> how much is a hot air balloon >>	I	*	1	new	+248	5.24	n/a	1K	31	0.64	nvaloft.com/2022/04/19/how-much-does-a-hot-air-balloon-cost-is-...
> <input type="checkbox"/> hot air balloon cost >>	I	*	1	new	+248	5.24	n/a	1K	26	0.32	nvaloft.com/2022/04/19/how-much-does-a-hot-air-balloon-cost-is-...
> <input type="checkbox"/> how high do hot air balloons go >>	I	*	1	new	+218	4.61	n/a	880	28	1.84	nvaloft.com/2022/06/20/height-and-speed-how-fast-and-high-do-h...
> <input type="checkbox"/> how much does a hot air balloon cost >>	I	22	2	↑ 20	+208	4.46	n/a	1.6K	31	0.96	nvaloft.com/2022/04/19/how-much-does-a-hot-air-balloon-cost-is-...

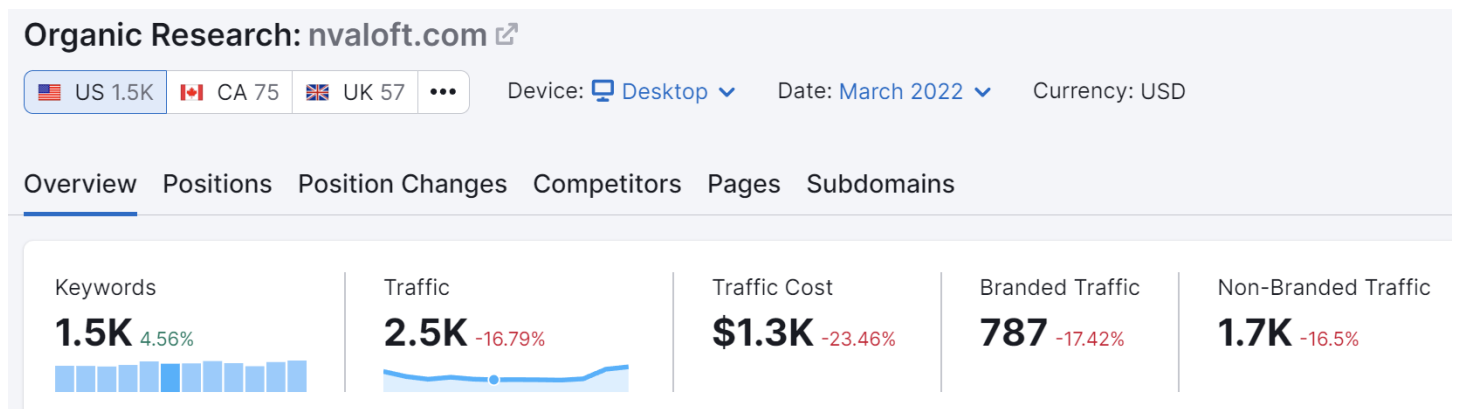


As the campaign progressed, we implemented a fair amount of strategies including link building, on-page optimization, running website diagnostics, and redesigning the website. By the end of the campaign, we saw organic traffic nearly double and the number of top 3 keywords triple.

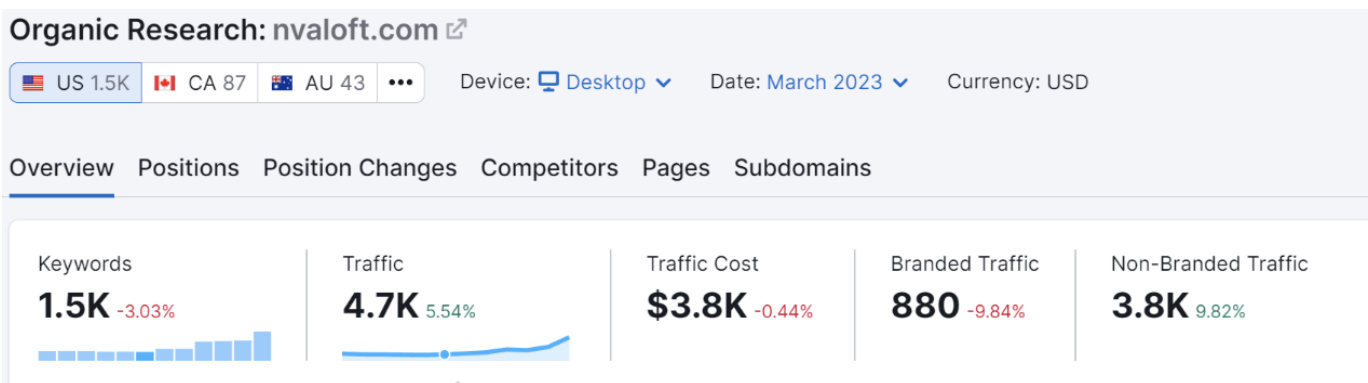
Our campaign helped achieve growth for NV Aloft's website. It also became the basis for the future success of NV Aloft's digital marketing efforts.

## Organic Search Traffic:

March 2022:

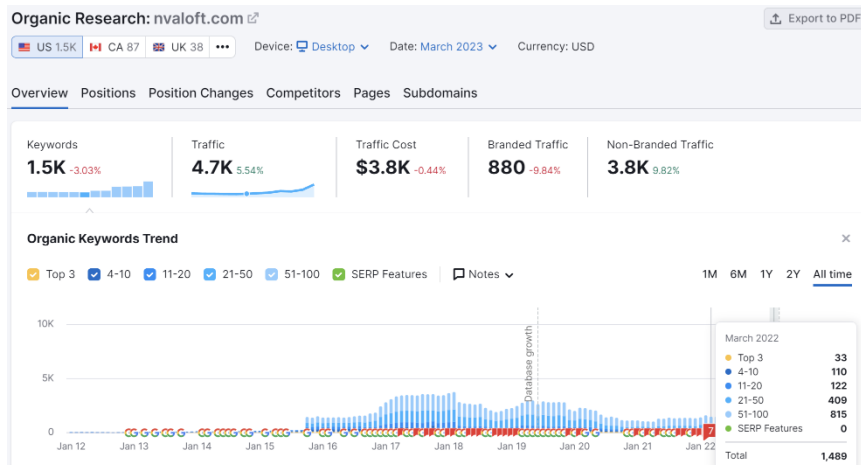


March 2023:



## Top 3 Ranked Keywords:

March 2022:



March 2023:

