

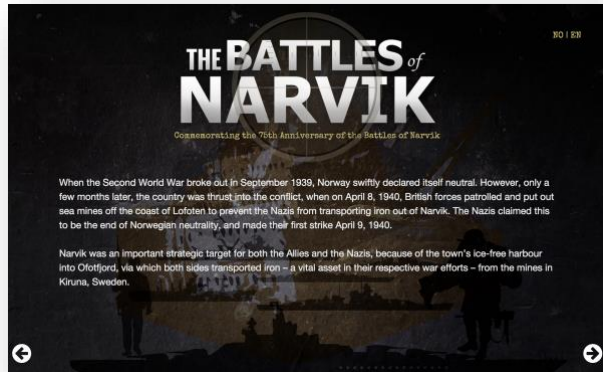
## CASE STUDY

**Client:** Expedia Norway

**Campaign:** [The Battles Of Narvik](#)

**Markets:** Norway

**Services:** SEO, Creative Campaign development and Strategic Outreach



### The objectives:

The overall objectives were to:

- Generate high authority links
- Increasing organic search engine rankings, thus increasing traffic.

Our primary target was to get coverage on NRK (Norwegian equivalent to the BBC), as well as local newspapers around Northern Norway.

Beyond that we wanted our campaign to feature in other relevant travel and history sites.

### What we did:

This campaign was created in conjunction with Visit Narvik to commemorate the 75th anniversary of the sea battles that took place there in WWII. It also drew attention to Narvik's present status as a scuba diving hotspot. The campaign - linked to from Visit Narvik's homepage - contains exclusive photos from the Narvik Centre and video interviews featuring a war veteran and a local historian, and is available in both Norwegian and English.



### The results:

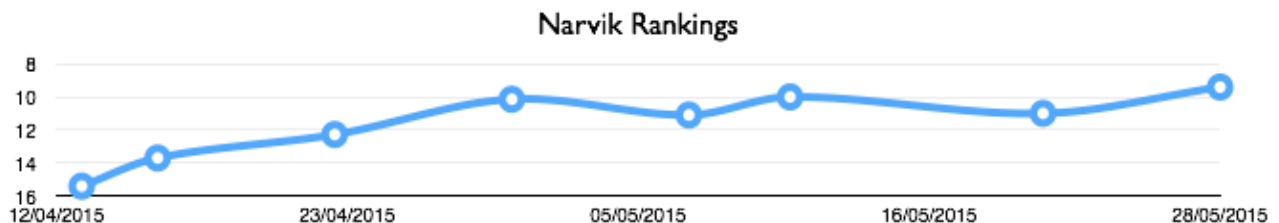
- **Unique collaborative creative campaign** with quality in focus
- **89 linking root domains** from some of the biggest authority sites in Norway including;
  - [NRK](#) (Norway's largest TV station, equivalent to BBC)
  - [The Norwegian Royal Family](#)
  - [The Norwegian Armed Forces](#)
  - [The German Embassy in Oslo.](#)
- The campaign is also on [Bjerkvik Schools](#) list for additional information about WW2.

- **22,211 campaign views** (given the size of the Norwegian population this would equate to 242,266 views in a country like the UK)
- **7,100 shares** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).
- Shares from Social Media accounts of: **The Imperial War Museum, The Churchill War Rooms** and **Aftenposten** (Norway's largest newspaper).



### Impact for the client:

- **Organic visibility increased by 9.6%** in the month after campaign launch
- Overall search visibility **grew by 16%:**
- Whilst this campaign helped general rankings, it also specifically targeted rankings for Narvik based terms. In just over a month since its launch, rankings increased by an average of six positions, on to page 1:



- According to Searchmetrics the website broke in to the top **150 most visible websites in the whole of Norway.**



## What the client said:



Verve Search's bold and innovative approach has proven to be a huge success for us time and time again. They regularly exceeded our expectations not only with their creative campaigns and production but also with their forward thinking. They continue to get links from some of the most high-profile sites in the Nordics and we couldn't be happier with the results!

**Anna Stower**, SEO Manager.

Expedia Inc.

