



# How United Airlines reached First Page Organic Google Search Results using airTRFX Custom Pages

## Summary

United Airlines used airTRFX to create more than 60 custom pages for their campaign to promote travel to U.S. National Parks. Their focus on SEO optimization ensured first-page results for their U.S. National Parks campaign. United fully capitalized on the campaign by linking it to its home page and promoting it within the United App to drive additional traffic to the National Parks pages.

[Watch United's Case Study](#)

## Challenge

United Airlines wanted to promote trending destinations to encourage ticket sales all year round. They also wanted to increase their direct channel sales but did not have the tools for the correct SEO optimization. To promote their new campaign for National Parks, United needed better rankings and a smooth mobile experience.

## Results

United Airlines used EveryMundo's airTRFX product to create more than 60 custom pages to specifically target U.S. National Parks search queries. They launched this campaign to promote travel to National Parks as part of their restart strategy. Now, when travelers use Google to search for flights to U.S. National Parks like Yosemite, Sequoia, Yellowstone, Glacier Bay, and the Everglades, they will find United Airlines airTRFX Pages among the first organic results.

**"airTRFX enables us to be extremely nimble in the type of pages we can create. We were able to have National Park pages ready, have content ready, and then have that available for customers to actually land on in a matter of minutes."**

- Sadia Khan, Director of Digital Marketing & Demand Generation at United

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About 999,000 results (0.47 seconds)

[www.tripadvisor.com](#) > ... > Yosemite National Park ▾

### Cheap Flights to Yosemite National Park ... - TripAdvisor

Book Cheap Flights to Yosemite National Park: Search and compare airfares on Tripadvisor to find the best flights for your trip to Yosemite National Park.

\$177.00 to \$226.00

[www.expedia.com](#) > ... > California ▾

### Cheap Flights to Yosemite National Park, California (MMH ...

Looking for cheap flights to Yosemite National Park from airlines such as American Airlines, Delta, United, JetBlue, Frontier, and more? Compare prices on ...

[www.skyscanner.com](#) > United States ▾

### \$72 Cheap Flights to Fresno Yosemite in 2020 | Skyscanner

Looking for cheap flights to Fresno Yosemite (FAT)? Compare prices from all major travel agents and airlines to find the best deal.

How will COVID-19 (coronavirus) affect my plans to travel to Fresno Yosemite?

Which airlines offer direct flights to Fresno Yosemite?

When is the cheapest time to fly to Fresno Yosemite?

[www.united.com](#) > en-us > flights-to-yosemite-national... ▾

### Cheap Flights to Yosemite National Park | United Airlines

United offers the best deals on flights to Mammoth Lakes (MMH) to visit Yosemite National Park. Book your next adventure today and save!

[www.travelocity.com](#) > ... > California ▾

### Cheap Yosemite National Park Flights as Low as | Travelocity

Searching for flights to Yosemite National Park? As COVID-19 disrupts travel, a few airlines are offering WAIVING CHANGE FEE for new bookings.

★★★☆ Rating: 2.5 - 2 reviews

[www.orbitz.com](#) > Flights > USA > California ▾

### Chicago To Yosemite National Park Flights - Starting At \$45 ...

Search great deals on flights from Chicago to Yosemite National Park starting at \$45. As COVID-19 disrupts travel, a few airlines are offering WAIVING CHANGE ... for one-way flights to Yosemite National Park were the **cheapest** prices found ...

Are there non-stop flights from Chicago to Yosemite National Park?

## Flights to National Parks Hub Page linking from Hero Banner on United Home Page

The screenshot shows the United Airlines website homepage. At the top, there's a search bar with 'English - United States \$' and a sign-in button. Below the search bar are tabs for 'BOOK', 'MY TRIPS', 'TRAVEL INFO', 'MILEAGEPLUS® PROGRAM', 'DEALS', and 'HELP'. The main navigation menu includes 'FLIGHT', 'HOTEL', 'CAR', 'PACKAGES', and 'Cruise'. Below the menu, there are fields for 'From\*' (Chicago ORD) and 'To\*' (Pago Pago PPG), travel dates ('Jul 12 days'), and traveler information ('1 Adult'). A dropdown menu shows 'Economy'. On the right side of the page, there's a large hero banner with a person in a red jacket looking out over a canyon. The banner text reads: 'ADVENTURE AWAITES Explore the great outdoors with flight deals to national parks. Book your trip >'. Below the banner, there's a section for 'No blackout dates' and '40,000 bonus miles'. At the bottom of the page, there's a link to 'Find flights' and a note about 'Bag rules and fees for optional services'.

airTRFX automatically provides most of the technical SEO functionalities required to excel in organic search. Adopting airTRFX alone guarantees better rankings and more bookings in autopilot mode than any other platform.

United's custom pages are designed with SEO optimization and built into airTRFX Pages. They are the only pages for a U.S. airline ranking on the first page of Google's Search Results for the "national parks" search query.

The custom pages were also used to build a hub page where all the U.S. National Parks custom pages were linked and could be filtered by region. United promoted their U.S. National Parks campaign on their homepage by linking a hero banner to the hub page to drive home page traffic to the campaign.

## 'Hub Page' to specific Custom Pages for each National Park

The screenshot shows the 'Find the best flight deals to all U.S. National Parks' hub page. At the top, there's a navigation bar with 'UNITED', 'RESERVATIONS', 'TRAVEL INFORMATION', 'DEALS & OFFERS', 'MILEAGEPLUS®', and a search bar. The main content area has a heading 'Find the best flight deals to all U.S. National Parks'. Below the heading, there's a paragraph about national parks and a call to action 'Experience the natural resources of our parks, from the rocks under your feet to the sky overhead and everything in between. Start planning your next adventure now!'. There are six thumbnail images representing different regions: 'Alaska Region' (aurora borealis over a forest), 'Northeast Region' (a waterfall), 'Midwest Region' (two people hiking), 'Southwest Region' (a desert landscape), 'Pacific Northwest Region' (a coastal scene), and 'Gates of the Arctic National Park' (a view of a mountain range). At the bottom, there are sections for 'Denali National Park', 'Gates of the Arctic National Park', and 'Glacier Bay National Park'.

airTRFX pages have device responsive design to ensure the best user experience for website visitors using a desktop, phone, or tablet. To promote their routes to U.S. National Parks, United added tiles to their app that linked to the Hub Page Custom Page and enabled mobile users to easily filter for parks, find the best fare, and complete their purchases.

**Tile within United's App promoting National Parks**

**airTRFX Custom Page for each National Park region**

**airTRFX Custom Page for regional National Parks**

**Booking airModule when specific National Park is selected**

The screenshots show the following flow:

- A blue arrow points from the "Plan your adventure" tile in the United app to the "Alaska Region" section of the airTRFX custom page.
- A blue arrow points from the "Ready to go?" tile in the United app to the "Intermountain Region" section of the airTRFX custom page.
- A blue arrow points from the "Denali National Park" section of the airTRFX custom page to the "United flights to Denali National Park" search results page.

## About EveryMundo

EveryMundo (a PROS Company), the world's leading price marketing platform for travel, provides technology for airlines, hotels, buses, and events to target customers with their best real-time fares and offers for direct channel growth and customer acquisition. The digital marketing technology empowers customers worldwide to increase traffic, enhance user experience, and drive engagement on and off the brand's website. For more information, visit [everymundo.com](http://everymundo.com) and follow us on LinkedIn [@everymundo](#), Facebook [@everymundo](#), and Twitter [@everymundo](#).

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