



Muhlert Digital. × Karibu Safaris

Recovering Organic Visibility & Scaling High- Value Safari Enquiries for Karibu Safaris

SEO Case Study





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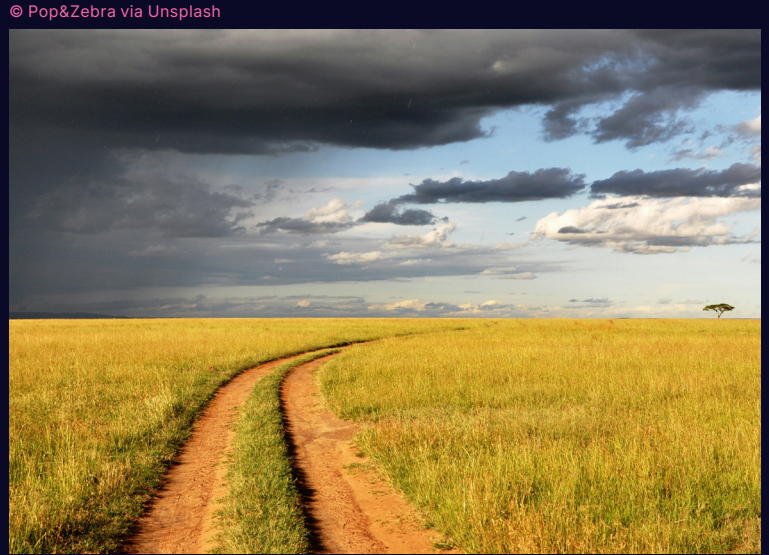
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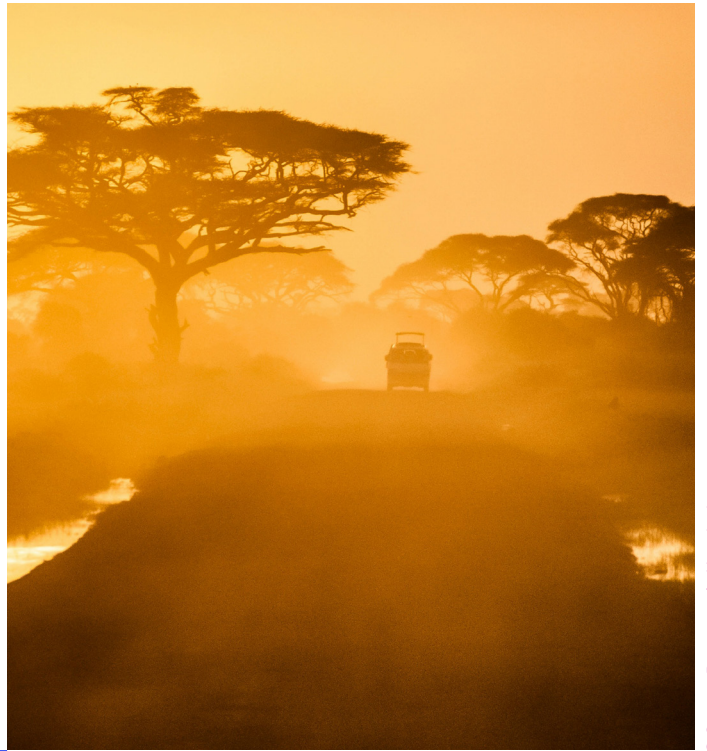
Recovering Organic Visibility & Scaling High-Value Safari Enquiries for Karibu Safaris

Karibu Safaris GmbH is a family-run premium safari travel specialist with more than 20 years of experience, creating highly personalized, tailor-made journeys across Southern and East Africa.

The company primarily serves high-value leisure travelers, with typical trip budgets ranging from €3,000 to €15,000+ per person. Rather than competing on price, Karibu Safaris differentiates through expert consultation, deep destination knowledge, and strong local networks. Its business model is highly consultation-led: prospective customers submit a detailed online travel planner, after which the sales team develops an individual itinerary and quote. Given the high average booking value and significant effort involved in converting each enquiry, lead quality is far more important than maximizing lead volume.

At the time, Karibu Safaris was in a critical recovery phase. A failed website relaunch in January 2025 had resulted in a collapse of organic traffic and visibility, putting their key source of high-value enquiries at risk. In May 2025, the company sought an agency partner to restore organic search performance, rebuild visibility for commercially relevant searches, and generate more high-quality travel enquiries rather than simply more traffic.





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The Challenge

Overcoming Post-Relaunch Traffic Collapse

The main setback was the massive loss of organic visibility across key commercial and destination-related searches following the relaunch and redesign. The website lost more than half of its visibility and was no longer capturing sufficient demand from users actively researching and planning safari trips, limiting the flow of qualified enquiries into the sales funnel.

Beyond the traffic decline itself, Karibu Safaris lacked a cohesive SEO strategy, content, and a strong technical SEO foundation capable of consistently attracting the right audience in organic search.

Core Objectives & Scope

- ▷ Recover organic rankings and traffic following the website relaunch.
- ▷ Increase visibility for commercially relevant safari and destination searches.
- ▷ Grow the number of qualified organic leads.
- ▷ Establish a sustainable SEO foundation for long-term organic growth.
- ▷ Position the brand as a trusted expert in safari tourism through inspiring content aligned with the brand strategy.

Services Delivered:

- Search Engine Optimization (SEO Strategy & Implementation)
- Technical SEO Auditing & Redirect Implementation
- Content Strategy & High-Intent Editorial Planning
- On-Page Optimization & Schema.org Structured Data



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Our Solution

Our strategy was structured into three sequential phases:

first, resolve legacy issues and remove technical obstacles;

second, focus on optimizing existing potential;

and finally, scale up to capture untapped organic search demand.

**Technical Remediation**

Retrospective implementation of redirects following the faulty relaunch and ongoing technical housekeeping (fixing 404 errors, redirects, and internal linking).

**Information Architecture & Keyword Research**

Extensive keyword research to optimize existing pages and identify structural gaps, leading to new categories, thematic landing pages, and restructured navigation.

Key Tactical Actions Implemented

**On-Page & Structured Data Optimization**

Comprehensive optimization of main page content, metadata, FAQs, internal linking, and implementation of Schema.org structured data.

**Topical Authority & Content Productio:**

Created a comprehensive editorial plan for magazine content prioritized by commercial relevance, providing monthly high-intent article briefings for in-house content production.



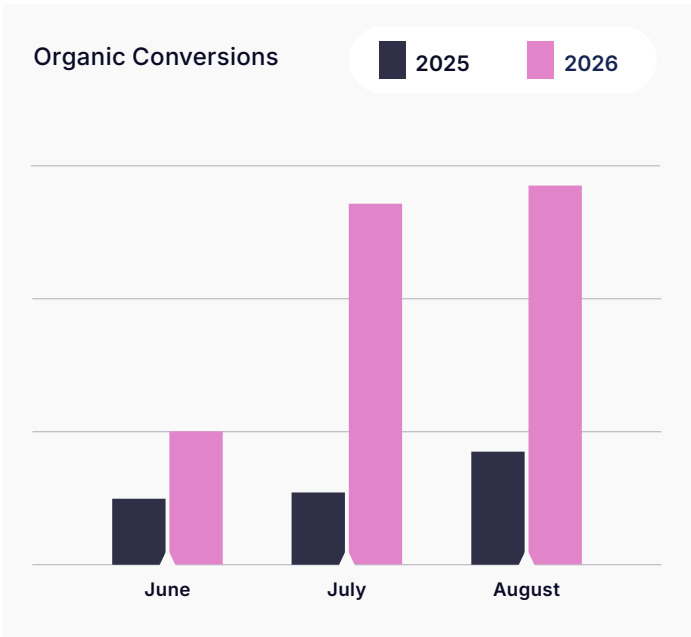
Our results: Connecting SEO Recovery to Business Impact

By pairing technical recovery with high-intent travel content, Karibu Safaris successfully restored its position as a trusted market authority. Rebuilding organic visibility allowed the sales team to capture qualified, high-value travel planners, driving sustainable pipeline growth and dramatically increasing conversion efficiency.



2-5× Monthly Conversions

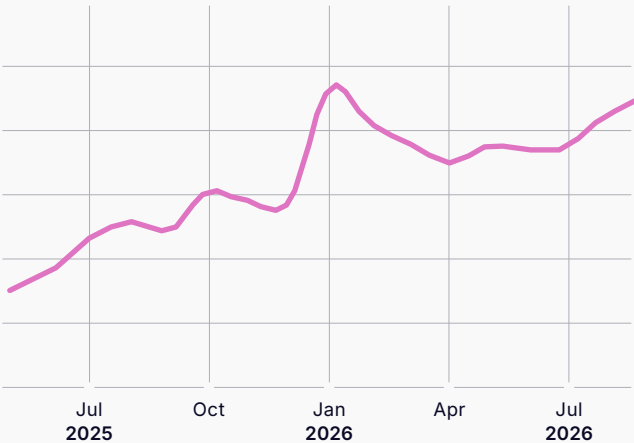
Monthly organic conversions at least doubled, with peak months seeing up to 5× growth.



+102% GSC Clicks and +50% CTR

Google Search Console clicks more than doubled, paired with a 50% improvement in Click-Through Rate (May–July 2025 vs. 2026).

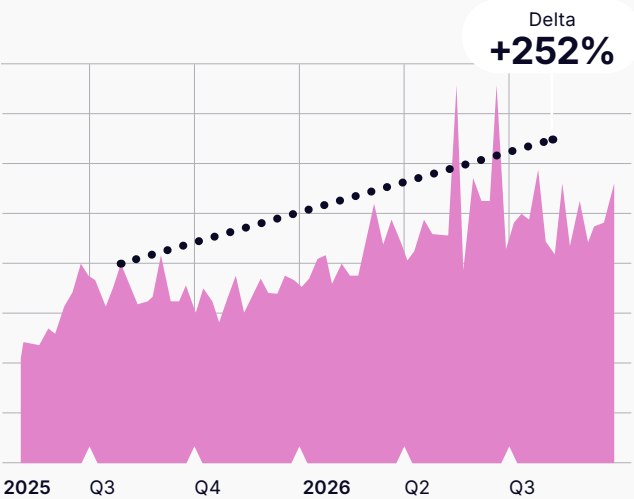
GSC Clicks Development



+252% Overall Visibility

Total organic search visibility increased by +252% (comparing May 2025 to July 2026).

Organic Search Visibility





Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel.

With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.



Our Mission

Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.

Our mission is simple: to drive impactful results and exceed your marketing goals.



Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved.

Our extensive experience shapes our identity and guides every business decision we make.

We treat your growth like our own.

Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.



Our Team

Behind every campaign is a team of analysts, creatives, and strategists united by data and innovation.

We master paid media (Google, Meta, LinkedIn, Programmatic), organic SEO, and conversion-driven creative – seamlessly merging disciplines to fuel measurable growth. Case study-proven, we turn cross-channel synergy into your competitive edge.



Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

► Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

► Campaign Management

- Paid Search (SEA)
- Organic Search (SEO/GEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google Marketing Platform

► Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization



Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com