

February Content Plan – By Glovana Nasimiyu

(UK / EU / US Safari Markets)

STARTER PACKAGE – February Plan

Best for: Consistent visibility + testing performance

Price: \$450 / month

Deliverables (February)

3 total content pieces

1 SEO Blog #1

Title:

First-Time Kenya Safari: A Practical Planning Guide for UK, EU & US Travelers

Purpose:

- Capture high intent “planning” searches
- Rank for AI queries like “*Is Kenya safari safe for first timers?*”
- Build trust and reduce booking hesitation

Includes:

- SEO title + meta
- AI-friendly headings & FAQs
- Internal links to Diwaka itineraries
- Image brief (photos + captions + alt text)

2 SEO Blog #2

Title:

Best Time to Visit Kenya for Safari: A Month-by-Month Guide for International Travelers

Purpose:

- Evergreen traffic
- Supports all safari itineraries internally
- Strong AI search performance

3 Conversion-Focused Blog

Title:

What a Tailor-Made Safari Really Means (And Why It's Worth It)

Purpose:

- Educate users unfamiliar with custom safaris
- Differentiate Diwaka from generic tour sellers
- Push readers toward "Request a Quote"

Expected Outcome

- SEO growth foundation
- Improved time-on-site
- First enquiry improvements

GROWTH PACKAGE

Best for: Traffic + enquiries from UK / EU / US

Price: \$770 / month

Deliverables (February)

5 core pieces + visual strategy

1 SEO Blog #1 (Valentine's / February Focus)

Title:

Valentine's Honeymoon Safaris in Kenya: A Romantic Escape for UK Couples

Purpose:

- Leverage Valentine's + honeymoon planning season
- High emotional + booking intent
- Strong UK search relevance

2 SEO Blog #2

Title:

First-Time Kenya Safari: A Practical Planning Guide for UK, EU & US Travelers

3 SEO Blog #3

Title:

Kenya vs Tanzania Safari: Which Destination Fits Your Holiday Plans in 2026?

Purpose:

- Decision-stage comparison content
- Converts "research mode" users

4 SEO Blog #4

Title:

Best Time to Visit Kenya for Safari: Month-by-Month Guide

5 Market-Specific Landing Page

Title:

Kenya Safaris for UK Travelers: Flights, Best Months & Custom Itineraries

Purpose:

- Target UK-specific intent
- Act as a booking gateway
- Internal links to Mara, honeymoon, and custom safari pages

Visual & SEO Support (All Pages)

- Image briefs for every blog & landing page
- Internal linking between blogs → itineraries → enquiry pages
- FAQ blocks for AI search extraction

Expected Outcome

- Strong organic traffic increase
- Clear enquiry paths
- Better UK market visibility

CONVERSION PACKAGE

Best for: Bookings, leads, and measurable ROI

Price: \$1,050 / month

Deliverables (February)

High-intent content + lead capture

1 SEO Blog #1

Valentine's Honeymoon Safaris in Kenya (UK Focus)

2 SEO Blog #2

First-Time Kenya Safari Guide (UK / EU / US)

3 SEO Blog #3

Kenya vs Tanzania Safari Comparison

4 SEO Blog #4

Best Time to Visit Kenya for Safari

5 Conversion Landing Page #1

Kenya Safaris for UK Travelers

6 Conversion Landing Page #2

Honeymoon Safaris in Kenya (Custom & Private Experiences)

7 Lead Magnet (PDF)

Title:

Kenya Safari Planning Checklist – UK / EU / US Edition

Purpose:

- Capture email leads
- Support remarketing
- Reduce booking friction

8 Email Marketing (2 emails)

- **Email 1:** *Your Safari Planning Timeline (When to Book for Best Value)*
- **Email 2:** *Top 3 Sample Itineraries Based on Your Travel Style*

Visual + Strategy Support

- Image briefs for all content
- CTA optimisation
- Full internal linking map
- AI-search structured content blocks

Expected Outcome (Conversion)

- Email list growth
- Higher-quality enquiries

- Strong booking funnel