



**Keeping a Step Ahead of the Competition by Converting to a  
Key Word Based Website:  
[www.HuntingFishing.travel](http://www.HuntingFishing.travel)**

This February, Global Sporting Safaris, Inc., a family business with over 100 years of combined experience in hunting and fishing, adopted [www.HuntingFishing.travel](http://www.HuntingFishing.travel). Established in 1991, Global Sporting Safari, Inc. is a full-service booking agency with an array of hunting and fishing adventures across the globe. Providing each client with a unique, one on one experience, Global Sporting Safaris invests time, effort and financial resources in developing outfitters and guides. With excursions in Africa, Argentina, Bolivia, Mexico, Iceland, United Kingdom, United States, Canada, and more, [www.HuntingFishing.travel](http://www.HuntingFishing.travel) evaluates the locations, accommodations, transportation, and staff from the executive team's own travels to the destinations.

Global Sporting Safaris, Inc. decided to buy a **.travel** domain primarily because it sends a clear message of its business, a Hunting and Fishing Travel Agency. However, through experiments with key word domains, the company found a great combination in [www.HuntingFishing.travel](http://www.HuntingFishing.travel). Not only does the website provide a true key word description of its services, but those same key words are positively affecting its search engine positioning.

"We are in the Top 5 Hunting & Fishing Travel Agencies in the USA and are always looking for proactive ways to increase our image, exposure and set us apart from the competition," commented Rick Kennerknecht, Owner and Marketing Director of Global Sporting Safari, Inc., "We are the first of the U.S. Hunting & Fishing Travel Agencies to adopt a **.travel** domain which I believe will keep us on the cutting edge and a step ahead of our competitors."

To learn more about Global Sporting Safaris, Inc. where you are always a "Big Fish in a Small Pond, please visit [www.HuntingFishing.travel](http://www.HuntingFishing.travel)