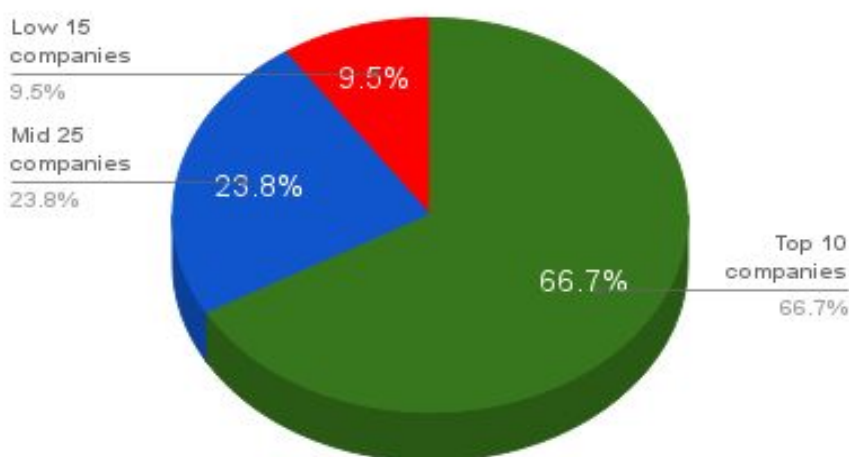


PRIVATE JET CHARTER INDUSTRY ANALYSIS The State of Online Marketing 2016/17

Web Sharks has analysed the biggest names in the Private Jet Charter industry in order to list which companies are doing well with their online marketing efforts and which might need some help with their efforts.

Private Jet Charters - Online Marketing



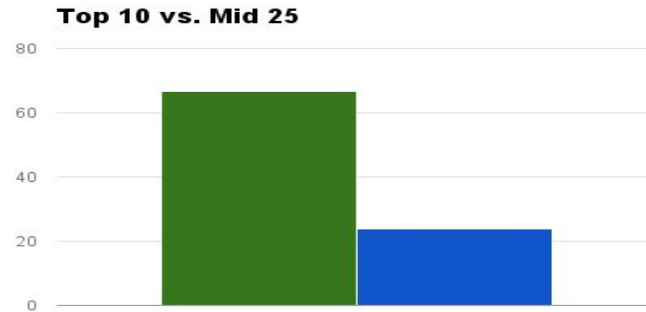
THE TOP TEN

Needless to say, these are the companies that are the best and have a good team on their side. However, this does not necessarily mean that they all rank on the first page of organic search engine results. Together they hold an impressive 66.7% of the online market.

COMPANY WEBSITE	Backlinks to Domain	Facebook Fans	Twitter Followers	Domain Rating (0-100)	Score
https://www.aerotrader.com	2250000	2750	1545	52	2254295
https://www.vistajet.com/	337000	8122	3710	53	348832
http://www.privatejetcharter.com	21700	247293	10800	49	279793
http://www.privatejetcharter.co.uk	9550	247293	10800	45	267643
https://www.netjets.com	159000	9711	63400	57	232111
http://www.xojet.com	3090	167916	7286	51	178292
http://www.aircharterserviceusa.com	61500	75232	11600	53	148332
http://www.jetsuite.com	64100	67517	15400	53	147017
http://www.pjsgroup.com	134000	754	389	46	135143
https://www.stratosjets.com/	109000	4611	766	51	114377

THE MID TWENTY FIVE

Even though these 25 companies have a 23.8% share of the online market for private jet charters, that's just slightly more than a third compared to the top 10 companies.



COMPANY WEBSITE	Backlinks to Domain	Facebook Fans	Twitter Followers	Domain Rating (0-100)	Score
http://www.aircharter.co.uk	9040	75232	11600	52	95872
http://www.aircharterservice.ca/	8450	75232	11600	48	95282
http://www.villiersjets.com/	78700	4409	1043	51	84152
http://www.privatefly.com	70300	3900	4295	56	78495
http://www.jetcharters.com/	41500	17031	4718	53	63249
https://www.claylacy.com	51800	4394	2178	53	58372
https://www.flyvictor.com	15500	23291	6524	54	45315
http://www.chapman-freeborn.com	15600	14340	11600	54	41540
http://www.airpartner.com	27300	798	1585	54	29683
http://www.privatejetcharter.ae	8210	12239	387	46	20836
http://ecsjets.com	11700	912	339	48	12951
http://www.bluestarjets.com	11100	0	982	50	12082
https://jetpartners.aero	4590	2435	4328	46	11353
http://www.magellanjets.com	6550	0	3399	49	9949
http://rotorfx.com	2480	5886	1567	42	9933
https://www.lunajets.com	1810	5327	2672	50	9809
http://www.chronoaviation.com	705	8773	48	41	9526
https://www.paramountbusinessjets.com	6580	922	1013	48	8515
https://www.corporatehelicopters.com	4310	2363	1219	47	7892
http://www.flylea.com	3160	1172	3360	47	7692
http://www.pentastaraviation.com	3170	1316	2627	47	7113
http://www.jets.com/	4050	1738	709	45	6497
https://www.stratajet.com	3350	927	2014	50	6291
http://www.talonairjets.com	2840	2561	71	46	5472
http://www.charter-a.com	2560	1320	1488	48	5368

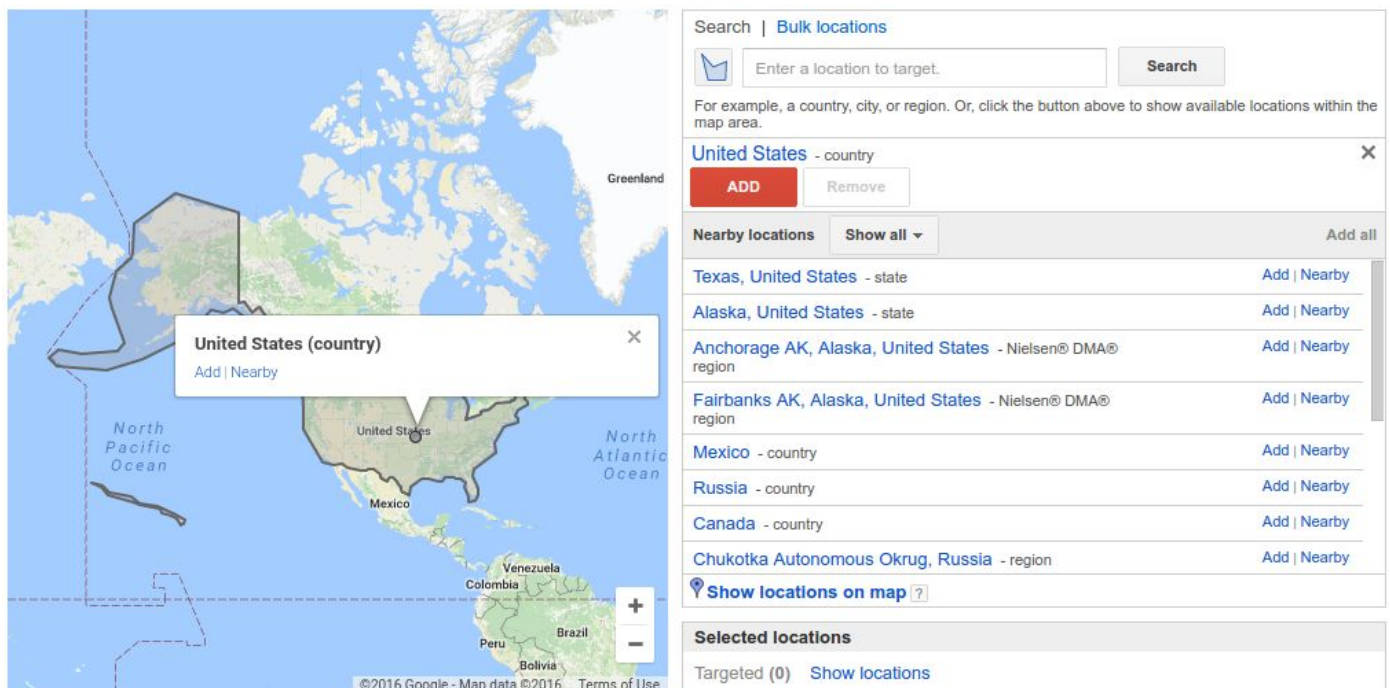
THE LOWER RANKING FIFTEEN

COMPANY WEBSITE	Backlinks to Domain	Facebook Fans	Twitter Followers	Domain Rating (0-100)	Score
http://www.celebrityjet.com/	3120	1449	195	47	4764
http://www.flytac.com	3980	293	230	46	4503
http://www.novajet.com	3240	1158	74	47	4472
https://www.deltaprivatejets.com	1970	1722	664	49	4356
http://www.diamondjets.co.uk	252	3409	0	41	3661
http://www.chartright.com	2330	802	505	44	3637
http://www.privatesky.com	628	1706	751	35	3085
http://www.incredijet.com	2620	115	86	47	2821
http://www.charterjetairlines.com/	859	1218	69	42	2146
http://www.emptylegmarket.com/	273	0	775	42	1048
http://macairgroup.com	496	500	20	45	1016
http://charterjetone.com/	696	92	0	40	788
http://www.tajaironline.com	493	208	0	51	701
http://www.centrelinaire.co.uk	531	0	0	46	531
http://www.flyjetblak.com	92	0	0	40	92

So, how much website traffic is there in the private jet charter industry?

Let's dive into Google Keyword Planner and take a look at how often people search for some of the most popular keywords in the private jet charter industry.

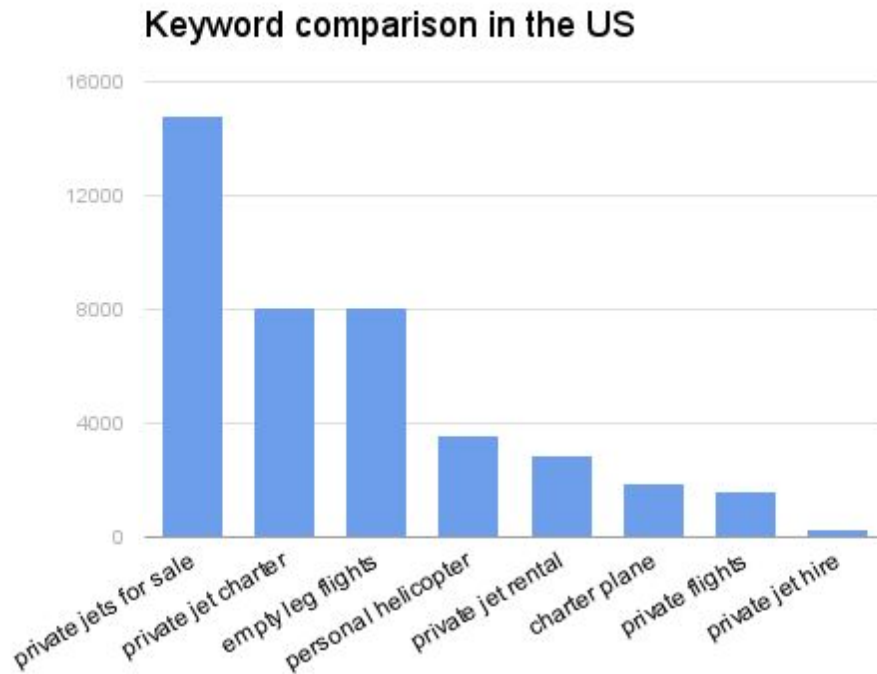
Our focus is the United States as a target market:



The screenshot shows the Google Keyword Planner interface. On the left is a map of North America with a callout for 'United States (country)'. On the right is the search and location selection panel. The 'Search' field is empty. Below it, a list of 'Nearby locations' is shown, including Texas, Alaska, Anchorage AK, Fairbanks AK, Mexico, Russia, Canada, and Chukotka Autonomous Okrug. The 'Selected locations' section at the bottom shows 'Targeted (0)'.

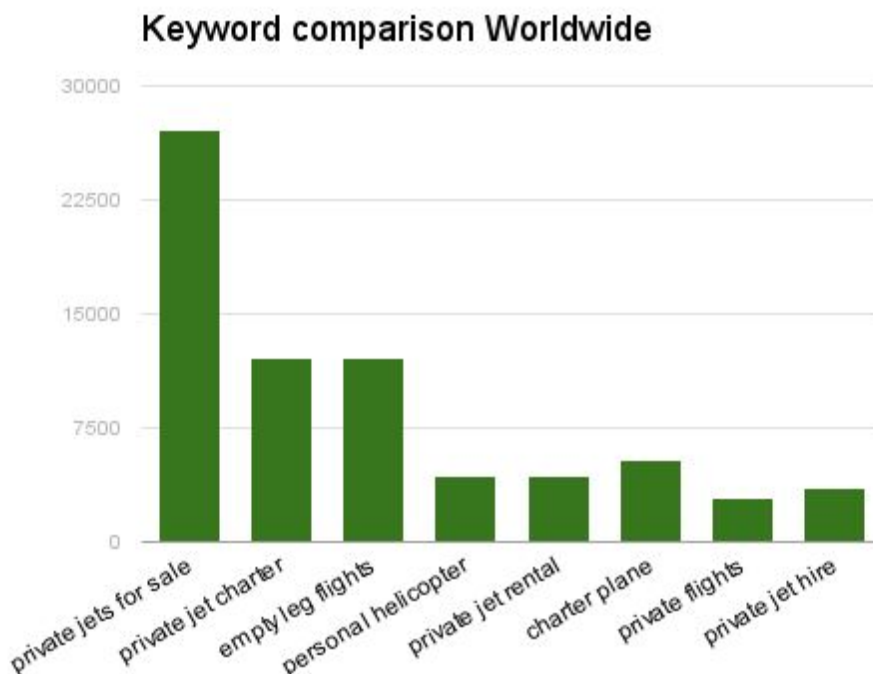
KEYWORD COMPARISON

Take a look at the following average monthly searches, by users located in the United States, for some of the most popular keywords relating to the private jet charter industry.



That's well over 41,000 searches a month, just for the eight keywords displayed above.

Now, let's look at those same keywords with a broader target market i.e. set to worldwide:



As we can see, there's well over 72,000 searches a month for the same eight keywords.

Finally, let's take a peek into Google and see how the search results look for the keyword "private jet charter" and which companies are reaping the benefits of ranking on page one.

PRIVATE JET CHARTER PLC | 25 YEARS IN PRIVATE JET RENTAL | ...
www.privatejetcharter.com/ ▾
Private Jet Charter supplies Jets to rent in the USA, UK & Worldwide. 25 years experience chartering jets USA, UK and Worldwide | Aircraft leasing & Helicopter ...
Destinations · Aircraft & Helicopters · Contact Us · Private Jet Flight Quotation **22%**

Plan a Flight - Business Jet Charter & Ownership from NetJets
<https://www.netjets.com/Programs/PlanAFlight/> ▾
Plan your next private or corporate flight with NetJets in just 60 seconds. Simply tell us your destination, number of passengers, and jet preference to begin. **15%**

JetSuite | Private Jet Charter Flights – Private Jet Rental Service
www.jetsuite.com/ ▾
JetSuite, the only private jet to offer a fleet of exclusively all-new Embraer Phenom 100 private planes, offers no-commitment jet charter programs with pricing ... **12%**

Private Jet Charter Flights - Blue Star Jets - Home. **9%**
bluestarjets.com/ ▾
Offers private jet charters. Information on aircraft available, services and details of special customer card.

XOJET | Private Jet Charter Made Refreshingly Simple **7%**
www.xojet.com/charter/private-jet-charter.aspx ▾
The leader in private jet charter services for business and leisure. Experience a refreshing new way to fly private, onboard the industry's largest owned-fleet of ...

Private Jet Rental: Charter Corporate Jets - Jets.com **6%**
www.jets.com/ ▾
Private Jet Charter company brokering private aviation & air corporate charters. Executive private flights, 25 hour Jet Cards & fractional ownership shares.

Charter Flights - Delta Private Jets **5%**
https://www.deltaprivatejets.com/charter_flights.aspx ▾
Your on-demand service that goes above and beyond. Choose the perfect jet size from our expansive charter fleet and allow us to handle every detail that ...

People also ask

How much does it cost to rent a private jet?

How much does it cost to buy a private jet?

How much does it cost to charter a plane?

Jet Charter - Book Private Jet Charters and Air Charter Flights **4%**
www.jetcharters.com/ ▾
Get jet charter prices online from over 2000 private jets and aircraft. Private jet charter rates, empty legs & one-way flights, air charters worldwide.

Celebrity Jet Charter: Private Jet Charter Services **3%**
www.celebrityjet.com/ ▾
Celebrity Jet Charter delivers best-in-class private jet charter service to over 10,000 airports in the US, Europe, the Caribbean and Latin America. Our premium ...

Private Jet Charter Cost / Pricing - Choose from our Available Aircraft ... **2.5%**
www.pentastaraviation.com ▾ Private Jet Charter ▾
If you are looking to book a flight for personal use or would like to set up a private charter jet for business use, the fleet available to Pentastar Aviation Charter, ...

Companies that are not on the 1st page of Google search are **missing out** on a significant amount of **valuable traffic**, approximately 72,000 searches a month just for the keywords analysed. It's important to note that 20% of searches in Google are brand new i.e. have never been searched for before. People tend to search for words and strings of words that THEY think of, when they think of the jet charter industry.

Considering this was just a small sample of keywords users searched for on Google, it is safe to say that there is a **huge** benefit in lower ranking jet charter companies taking action, running organic SEO campaigns and competing for over 100,000 monthly searches.