

CASE STUDY / RESEARCH, JUDGMENT AND EXECUTION

A product review built around a real decision

How I took a search opportunity through research, comparison, editorial decisions and WordPress publication.

THE QUESTION

If I already use Revolut, should I buy its eSIM or choose a dedicated provider?

CONTEXT**An independent publishing project**

On The Road Tools is my travel-tech publishing project. I used the Revolut eSIM review to address a specific buying decision within its connectivity content. This was not a client commission or an engagement for Revolut.

OWNERSHIP**The full content workflow**

I handled GSC and search-intent analysis, primary-source and in-app research, fact-checking, comparison analysis, structure, writing, editing, internal linking, on-page SEO and WordPress publication.

What this case study demonstrates

A traceable research process and a finished content asset. The article is too new to support claims of sustained rankings, traffic growth, conversions or revenue. GSC evidence is used to explain topic selection and context, not to attribute a performance lift.

[Read the live Revolut eSIM review](#)

01 / OPPORTUNITY IDENTIFICATION

Search signals shaped the editorial brief

Use existing query evidence to identify a relevant question, then decide what content would answer it well.

The supplied GSC query export includes several Revolut comparison searches. They support a review-plus-comparison angle rather than a generic description of eSIM technology.

Query	Impressions	Avg. position
airalo vs revolut esim	110	8.29
saily vs revolut esim	96	8.01
revolut esim vs airalo	79	8.57
revolut esim vs saily	55	8.40
holafly vs revolut esim	13	8.15

Source: supplied GSC Queries export, downloaded 21 September 2026. Selected rows reproduced, not a keyword-volume estimate. Companion daily export: 4 February-20 September 2026.

EDITORIAL IMPLICATION

Answer comparisons directly

The brief combined an explanation of Revolut with dedicated Airalo, Holafly and Saily comparisons. The key reader distinction: existing Revolut customers versus people considering opening an account.

EVIDENCE BOUNDARY

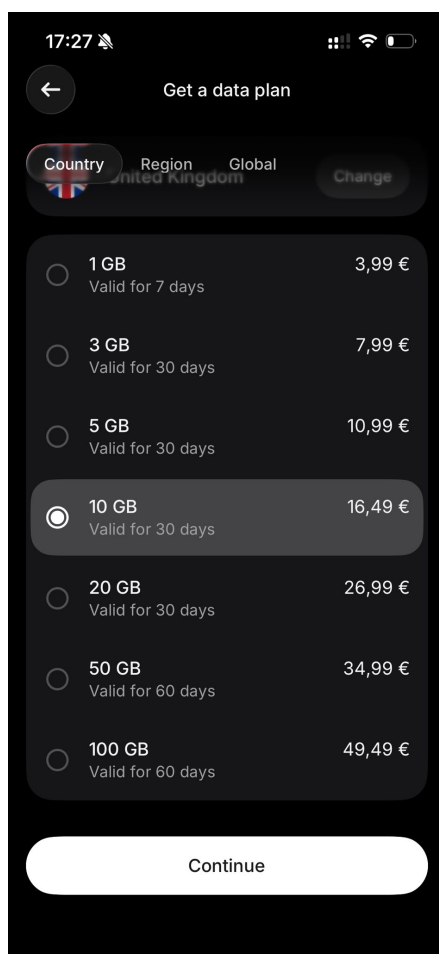
Do not over-attribute the data

These are site-level query totals, not query-to-page matches. The export spans both before and after the displayed article date. It cannot isolate pre-publication demand or prove results from this article.

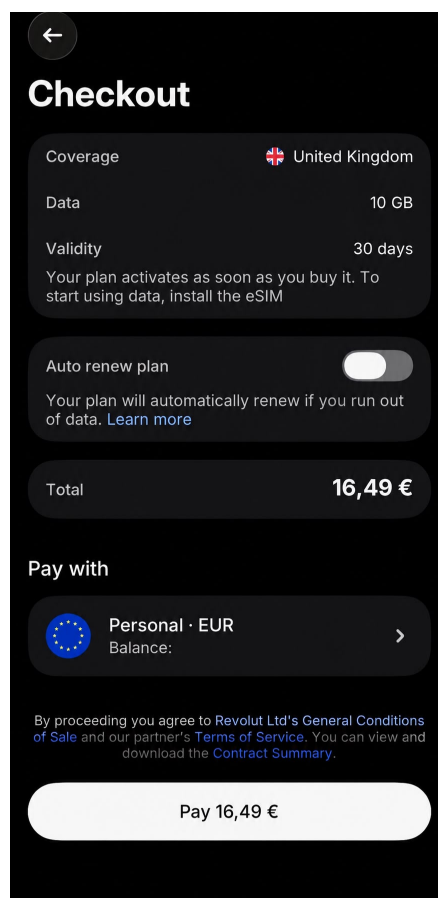
02 / RESEARCH

Check what a buyer actually sees

Provider websites and documentation supplied the baseline; direct inspection of the Revolut app added concrete product evidence.



UK plan selection: allowances, validity periods and prices.



Checkout: activation wording, auto-renew and final price.

RESEARCH SCOPE

4 providers
10-page research file
4 app captures

Compared coverage, plan types, allowances, prices, validity, hotspot, calls/SMS, 5G, activation, top-ups, refunds and restrictions.

In-app inspection is evidence of the purchase flow. It is not a network-speed or field-reliability test.

Example: a verifiable pricing reference

The app capture shows a UK 10 GB / 30-day plan at €16.49. The article uses that specific example and notes that prices vary by destination. It does not generalise one market's price across the product.

03 / EDITORIAL DECISIONS

Turn product facts into reader guidance

The value lies in selecting what matters, retaining caveats and explaining who each option suits.

01 **Unverified is not the same as unavailable**

The research could not clearly verify Revolut 5G or hotspot support. I retained that uncertainty in the review instead of claiming either feature was absent.

Client relevance: distinguish documented limits from gaps in public information.

02 **Separate a bundled benefit from a purchase**

Ultra customers already receive a monthly data allowance as part of their subscription. I treated that as a different decision from buying a standalone travel plan.

Client relevance: account for customer tiers and existing entitlements.

03 **Make recommendations audience-specific**

The review favours convenience for existing Revolut users, while finding no compelling eSIM-specific reason to open a new Revolut account solely for this service.

Client relevance: explain fit by customer situation, not a universal winner.

04 **Keep depth in the research, clarity in the article**

The working file retained a detailed comparison matrix. The article used provider-by-provider comparisons focused on meaningful differences and reader needs.

Client relevance: use research to support the decision without overwhelming the reader.

04 / DELIVERY

A finished asset. A repeatable process.

The published article combines a defined search target, comparison-led structure, original screenshots and internal links.

SEO PACKAGE

Focus keyword	Revolut eSIM review
SEO title	Revolut eSIM review: Is it worth it? (2026)
Permalink	/revolut-esim-review/
Meta description	Our Revolut eSIM review looks at plans, pricing, features and limitations to find out if it's worth using instead of Airalo, Holafly or Saily.

Execution also included heading structure, a contents section, contextual links to the broader eSIM comparison and WordPress publication.

CREATE**Research-led new content**

For software, fintech and other digital services: identify relevant questions, check product claims and write useful reviews, comparisons or educational articles.

IMPROVE**Evidence-led content updates**

Apply the same process to existing pages: check intent, outdated facts, missing decision criteria, structure and internal links. Scope changes to the client's goals.

Need research-driven SEO content for your business?vamarcos13@gmail.com[Connect on LinkedIn](#)

New articles, comparisons and evidence-led content improvements.

EVIDENCE NOTES

Sources: OTRT live review; supplied provider research PDF; four Revolut app captures dated 16 September 2026; GSC query, page and daily exports dated 21 September 2026. Role confirmed by author. Product details are a research-period snapshot, not a current buying guide.