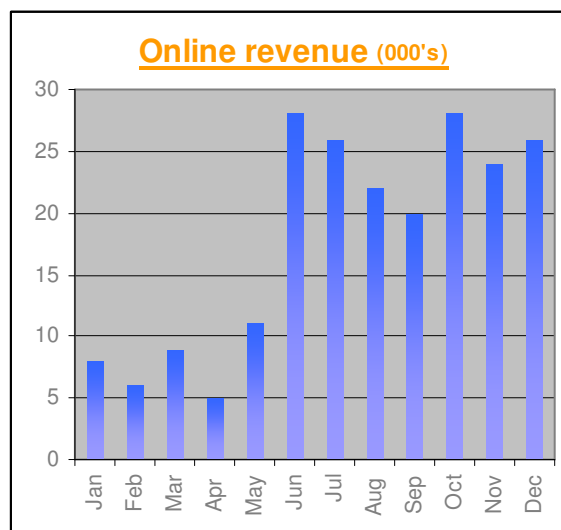
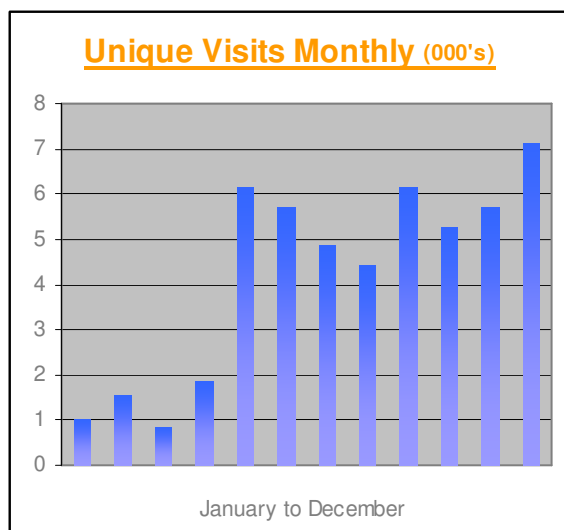


**Client:** a recently refurbished coastal resort hotel with approximately ninety rooms and serviced apartments and meeting space and breakout rooms to suit small to medium upscale conferences and corporate training

### Key outcomes:

- **Unique Visits to website grew from 1,000 to over 4,000 per month**
- **conference leads tripled and “value added” component sales quadrupled**
- **premium “weekend escape” packages doubled even after 30% price increase**



### Techniques executed to produce the outcomes commence in March

#### On-page

- analysis of search engines, competitor web sites and consumer search patterns to identify keywords used to find weekend escape packages or corporate conferences within an hour of a nearby major city
- added additional pages focussing on local attractions and things to do plus a “Corporate Challenge” page featuring team building exercises in conjunction with local suppliers
- wrote or edited on page copy and content optimised for the identified keywords
- purchased and added “stock” photography to pages to better reflect weekend indulgence and corporate conference themes

#### Off-page

- implemented an incentive for the conference and events team to encourage their clients to link to the site, thereby building up link popularity from trusted corporate web sites
- developed pages titles, meta data, alt tags, keyword inclusion and density levels for text on all pages
- resubmitted web site to the major search engines and 300 other search engines, directories and “trusted” partner sites relevant to the theme of the site to maximise natural visibility
- developed specific “anchor text” and site theme descriptions to maximise results of inbound links

### Return on investment summary

**Investment:** initial investment \$2,500.00 plus 3 months monitoring at \$1,000 per month = \$5,500

**Revenue growth:** conservative annualised incremental increase in direct online revenues: \$200,000

**Annualised Return on investment ratio:** 36:1

A Search Engine Optimisation project can range from \$2,000 - \$10,000. Discover how your hotel can achieve significant growth in online revenues through Search Engine Optimisation or by developing your current web site to one that is Search Engine Friendly.

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