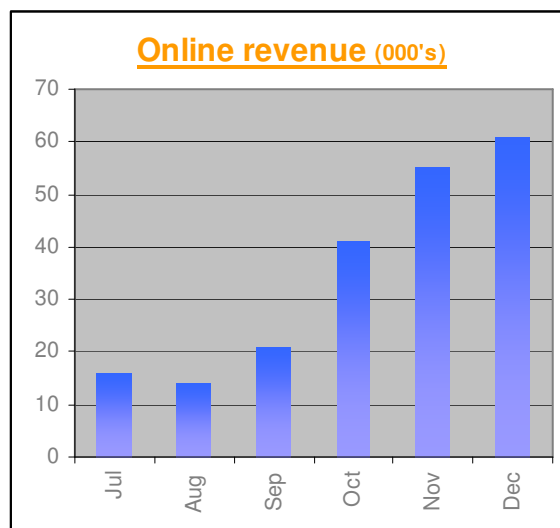
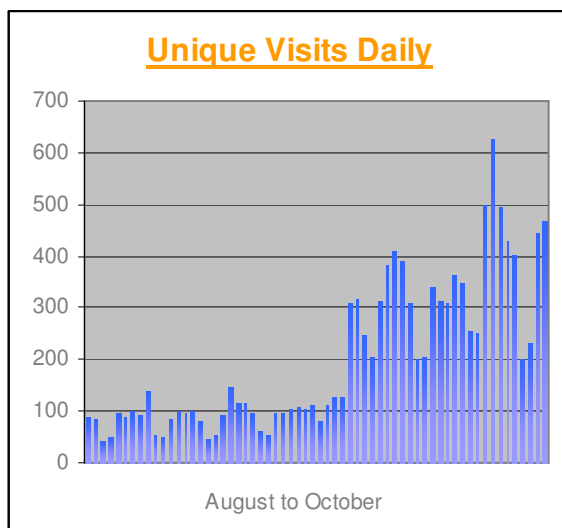


Client: a mature four star inner city hotel with over 400 rooms, extensive conference and events facilities and multiple food and beverage outlets and with a mature web site that had been upgraded to include a Content Management system five months earlier

Key outcomes:

- in a three month period Unique Visits to website grew from 100 to 350 per day
- over the following three months direct online revenues more than tripled
- conference and events online enquiries quadrupled with conversion at 75.0%



Techniques executed to produce the outcomes were implemented in mid-August

On-page

- analysis of search engines, competitor web sites and consumer search patterns to identify keywords used to find hotels, conference space, restaurants and bars in the region
- wrote or edited on page copy and content optimised for the identified keywords
- reviewed or replaced on-page imagery and implemented 'call to action' buttons to increase conversion

Off-page

- created a web site structure and directory structure that provided an ideal environment for maximising the natural visibility of a site with the major search engines
- developed pages titles, meta data, alt tags, keyword inclusion and keyword 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 and implemented an "inbound link" strategy, partnering with other websites to raise the hotel website's visibility and page-rank rating
- monitored website over initial three months, adjusting and amending content fine tune results

Return on investment summary

Investment: initial investment \$4,500.00 plus 3 months monitoring at \$1,500 per month = \$9,000

Revenue growth: conservative annualised incremental increase in direct online revenues: \$420,000

Annualised Return on investment ratio: 47:1

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.

For the latest case studies visit www.hotelmarketingworkshop.com

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