



CASE STUDY

Luxury Hotel Increases Online Bookings By 86%

The Client

The client is a luxury hotel located in the Pacific Northwest (The Client has requested that we not use their name in this case study). The hotel has a loyal following, has received many awards, and is often mentioned in travel magazines.

The Problem

Despite its excellent reputation, the hotel was not performing well in the search engines. It ranked only for searches on its name and did not rank in the Top 10 on Google, Yahoo or MSN for keywords used by travelers planning a trip or seeking a hotel room.

The Internet has become a critical part of the US travel industry and search engines have become the most important way to reach Internet travelers. Consider these statistics:

- 60% of Internet users go to a search engine when planning travel
- 76% of searchers don't look past the Top 10 results
- 41% of all hotel bookings occurred online during 2004
- 68% of these bookings were made directly through a hotel's web site, instead of through travel portals like Expedia or Orbitz

The Client realized that they were missing out on a large potential market and contacted BridgePose to perform search engine optimization (SEO) for them.

The Solution

BridgePose reviewed the web site to see if it was a good candidate for search engine optimization. The hotel's excellent reputation meant that it had strong links from other web sites, an important criterion for winning highly competitive keywords.

BridgePose evaluated over 200 search keywords for traffic and relevance before selecting 20 target keywords. We took an aggressive stance, believing we could win even the most competitive, highest traffic keywords.

BridgePose's philosophy is that search engine optimization is a process of removing barriers that keep search engines from understanding your web site and then focusing the web site on a handful of carefully chosen keywords.

With this in mind optimized the site's pages by changing their underlying HTML code and slightly modifying the text used on each page.

Most importantly, our optimization did not change the look-and-feel of the web site, allowing the hotel to keep an attractive site.

Results

As a result of our SEO work, the Client won high rankings across Google, Yahoo and MSN. Of the 20 keywords on the three target search engines, we achieved 49 Top 10 rankings, including #1 rankings for the highest traffic keywords.

Traffic to the hotel's site from search engines increased by 86%.

A year later the hotel maintains strong search engine rankings and has traced over \$180,000 in online bookings directly to search engines.

The client is currently performing a major re-design of their web site and is working with BridgePose to ensure that SEO changes are carried forward.

About BridgePose

BridgePose has over 8 years experience in search engine marketing and a track record of success. Our clients range from established corporations to small businesses and start-up companies.

Contact us to see what we can do for you.

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