

Online Marketing Services

“Organic SEO is the starting point for all search engine optimisation tactics and can make or break your online marketing strategy.”

Nick Duncan, Online Marketing Consultant



AT A GLANCE

Company

Urban Hip Hotels

Industry

Hotel & Accommodation

Key Challenges

- Increase organic (non-paid) traffic
- Pay-per-click advertising
- Landing Page Optimisation
- Conversion Optimisation
- Content Creation

Date

July 2010

Introduction

The hotels and accommodation industry is one of the most competitive industries in South Africa. In order to meet the expectations of the customer, an effective and thorough plan was needed. Talooma created just that. A culmination of on-site and off-site SEO, along with content creation and landing page optimisation techniques were required in order for this customer to gain value from using our services.

Organic Search Engine Optimisation

Organic SEO consists of optimising all key elements on and off your actual web site, from title tags and keyword density to creating relevant back-links. Organic SEO is the starting point for all search engine optimisation tactics and can make or break your online marketing strategy.

Organic Search Engine Optimisation techniques are not geared for short term gains but rather for long term strategy which will see continued results over an extended period of time.



Above is a graph representing the increase in the amount of non-paid visitors to Urban Hip Hotels' website over a period of 20 months. Visitors increased from **840** in Nov 2008 to **4200** in Jun 2010. This was achieved by targeting specific keywords relevant to the industry. These keywords can now be found on the first page of Google, and in most cases within the first three results.

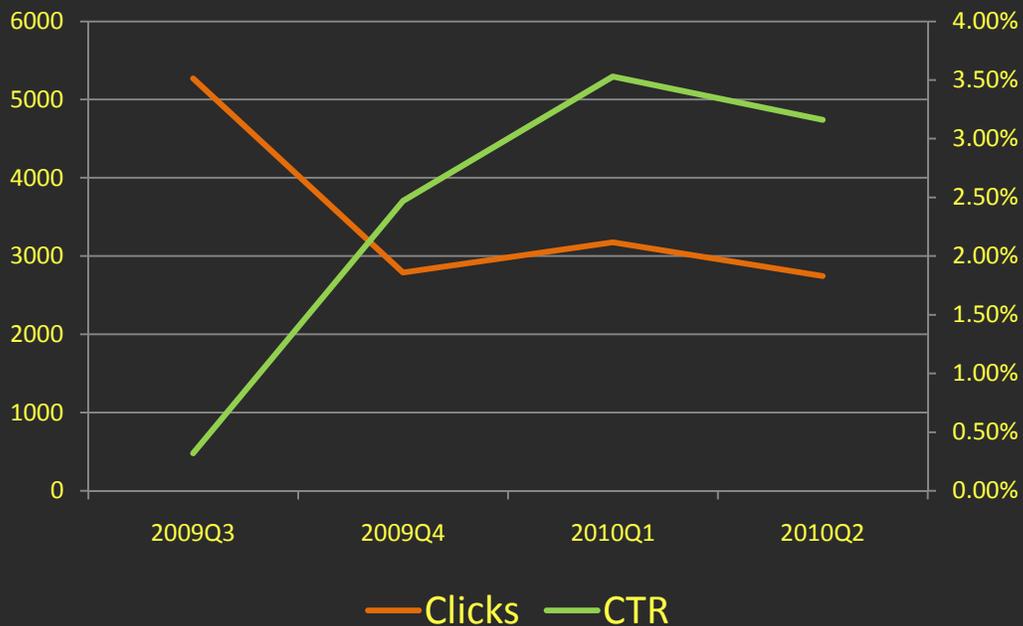
Pay-per-click (PPC) Advertising

Pay-per-click advertising focuses on attracting high quality, relevant visitors to your site by making use of cost-per-click and cost-per-impression based mediums. The most common forms of pay-per-click advertising is Google AdWords and Facebook Ads. Talooma's SEO employees are certified Google AdWords professionals.

Google AdWords campaigns need to be monitored on a daily/weekly basis in order to fully optimise the accounts. By making use of our experience in PPC advertising, we were able to optimise key metrics of the account thereby bringing in more relevant visitors which results in higher conversion rates.

The graph below represents the amount of visitors versus the click through ratio. This is a clear indication that the relevant target audience is being reached.

Relevant Visitors



Content Creation & Optimisation

Content creation and optimisation is an integral part of search engine optimisation. Without relevant and keyword rich content on the site, the search engines will not be able to correctly identify your industry and niche. This can negatively affect your online marketing efforts drastically.

Many articles have been written that comprise of many industry relevant words. These articles have helped in producing relevant content for the site and creating more back-links thereby adding to the PageRank of the site and increasing the rankings within the search engines.

Much of the websites original content has also been optimised in order to increase keyword density and relevancy.

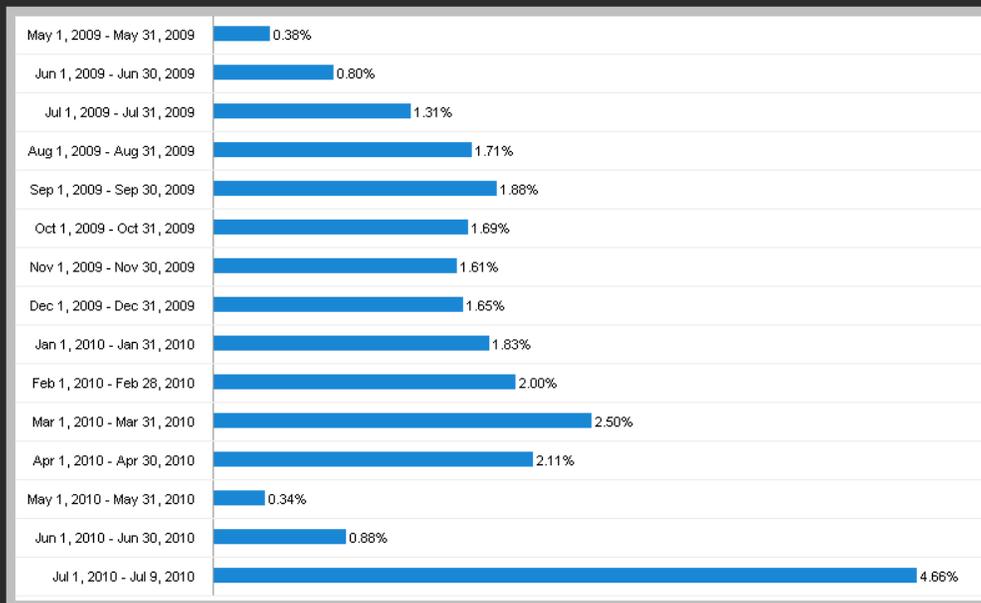


Urban Hip Hotels Blog

Landing Page Optimisation

One of the most critical factors in determining how many of your visitors will convert into sales or leads depends on the design and layout of your page and site as a whole. Without a well planned and thought out structure, you may as well be throwing your money down the drain. Landing Page Optimisation or LPO, is a procedure within Search Engine Optimisation that aims at increasing conversions by analyzing and modifying existing key pages.

We have conducted a number of multivariate tests in order to optimise existing pages. These tests have resulted in higher conversion rates thereby increasing sales.

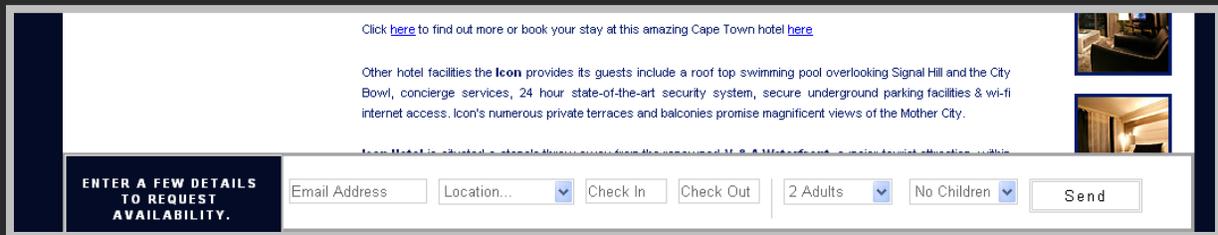
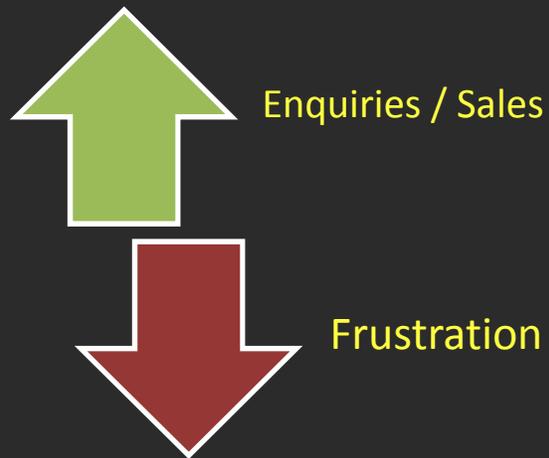


Conversion Rate Over 15 Months

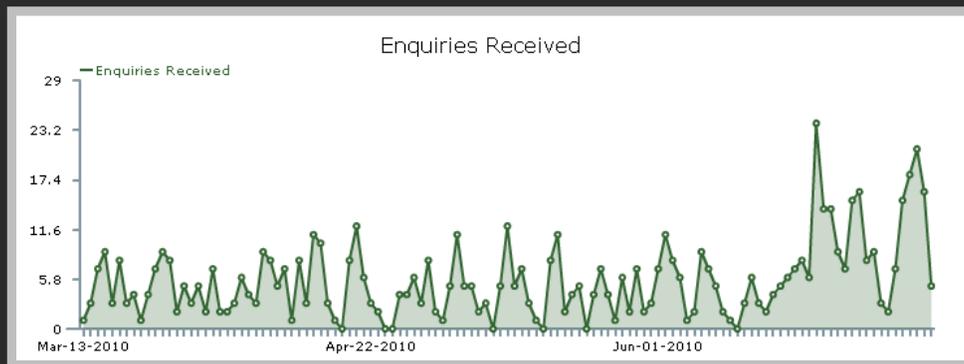
Conversion Optimisation

Conversion Optimisation is very similar to Landing Page Optimisation. However, instead of moving elements around in order to identify potentially better versions of a page, conversion optimisation focuses on making it easier for the user to fill out a form or send an enquiry.

With Urban Hip Hotels, a custom call to action was created which is displayed at the bottom on every page of the site. This call to action lets users quickly and easily send an availability enquiry. Since implementing this new call to action, overall conversions have increased from 5 enquiries per day to over 15 enquiries per day.



An example of the call to action



Number of Enquiries