

# London Holiday Inn Hotel Increases Organic Traffic by 122% & Improves Keyword Ranking with Prism 7's Digital Marketing

Digital Marketing

## **CASE STUDY**

prism-7.co.uk



**Prism7**

# Introduction



**Holiday Inn**



InterContinental Hotels Group

## About Holiday Inn London

Part of the InterContinental Hotels Group (IHG®) with over 300 bedrooms, meeting rooms for business.

## Goals

- Reverse substantial decline in web traffic
- Improve search engine rankings and performance
- Improve user experience and engagement
- Increase room booking conversions

## Approach

SEO audit, competitor research and benchmarking, keyword research and selection, segmentation, conversion tracking, On-Page SEO.

## Results

Organic traffic

**46.94%**  
year on year increase

Total website traffic

**36.27%**  
year on year increase

Non-branded, highly competitive keywords and phrases

**1st & 2nd Page**  
Google search results

Organic Traffic  
Q1 of 2016

**88.38%**  
Quarter on quarter increase

# Goals

*"In a short period we saw really good results from the SEO work. Prism 7 support in managing our social media pages ensured our digital presence was being handled appropriately and we weren't short on resource or expertise to engage customers."*

## Traffic in Decline

When Prism 7 were approached by an independent London hotel from the Holiday Inn chain, their website traffic had been steadily falling for the last 12 months. In fact, in September 2013 site visits were at an all-time low, reaching just a tenth of the traffic seen in previous years.

Organic search had traditionally been a significant contributor to the website's traffic, accounting for the majority of visits. This prompted the hotel to seek an SEO Agency who could deliver an agile digital marketing strategy to arrest the decline in website search traffic.

## Choosing Expertise & Experience

Prism 7 helped the hotel develop and connect a robust SEO strategy to their goals – namely increase website visits and improve keyword rankings. They were drawn to our expertise, affordable SEO services and agility in keeping up with an ever-changing digital marketplace.

This gave them the confidence that we would enable them to use adapt with changes in SEO best practice and tactics, the increasing use of social media and updates to search engine algorithms that affect search result page rankings.

## An Immediate, Measurable Impact

For the SEO strategy Prism 7 setup suitable SEO reporting and configured their Google Analytics account to accurately measure performance. The strategy combined an SEO audit, keyword research, and On-Page SEO as well as extensive competitor research and benchmarking.

Introducing missed opportunities for attributes important for SEO ranking, optimising and editing content, internal and external links - the impact was immediate.

Compared to the same period in the previous year, implemented improvements immediately increased website traffic by 76.22% and organic traffic increased exponentially.

## Prism 7's Accelerated SEO

Building on the initial success, the improvements were followed with a Prism 7 Accelerated SEO Project. Using the output of the initial SEO audit and keyword research we completed a holistic website review.

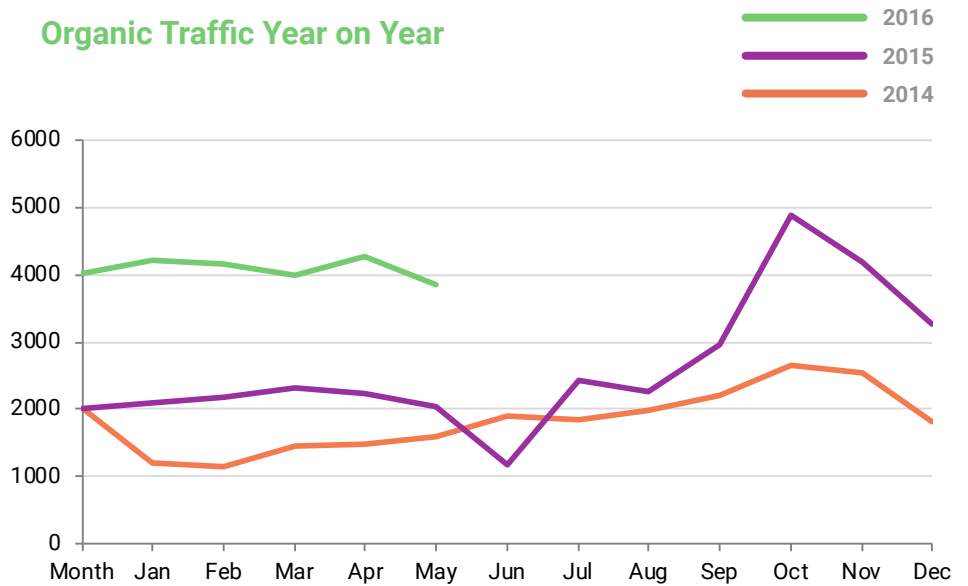
Utilising marketing segmentation and keywords associated with high value events, the website was restructured and content updated for further On-Page SEO improvements and website optimisation tasks.

# Approach & Results

## Significant & Ongoing Growth

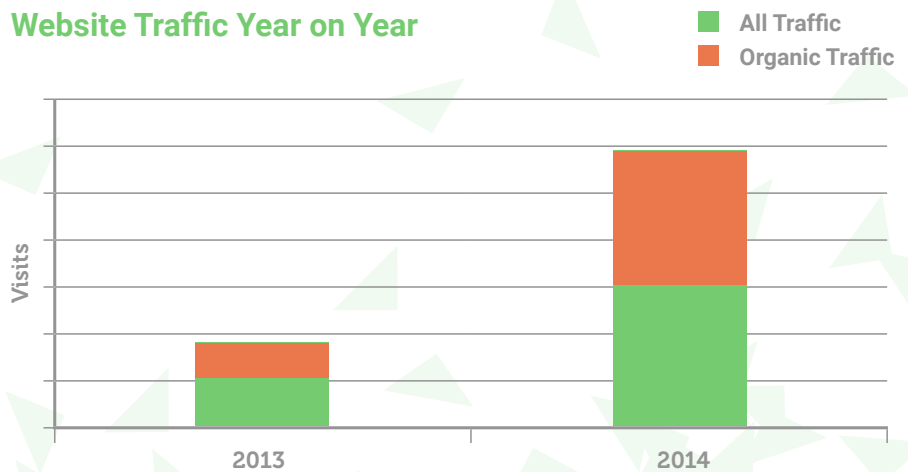
By the 2016 we had exponentially increased the London hotel's website total organic traffic by 122% quarter on quarter and total website traffic increased by 36.27% year on year.

Organic Traffic Year on Year



**+319%**  
year on year

Website Traffic Year on Year



**+172%**  
year on year



## Great Design and Smart Thinking Can Transform Your Business...

Prism 7 are a creative media and marketing agency providing graphic design, web development, digital marketing and media buying.

## Keyword Focus

As part of our keyword research we also carried out demand analysis and selection. Our keyword research didn't just look at what people search for; it also looks at behaviours once their search is complete.

We looked at keywords that had resulted in valuable events for the hotel, such as booking clicks. Following an evaluation we selected the most appropriate keywords and keyphrases to use in the website content.

For the first time ever the independent Holiday Inn hotel was appearing on the first and second page of Google search page result pages for non-branded, highly competitive keywords and keyphrases such as "hotel rooms", "wedding venue" and keywords associated with regional searches, making a high-value and visible impact as a result of the Prism 7 Accelerated SEO project.

## Keeping it Social

With social signals becoming increasingly important in digital marketing for search and buying decisions, the hotel decided to expand the SEO project to include management of their social media pages.

### Social Media Management and Optimisation

We managed and optimised social media activities across Facebook, Twitter and Google+ accounts. This included sending out targeted tweets/updates, responding to posts and tweets, and engaging with potential and existing customers and influencers.

### Results we 'Like' to 'Tweet' and 'Post' about!

Social media traffic to the hotel website increased by 371% compared to the same period last year and were also able to acquire a number of hotel room bookings from social media visits.

During the 6 months of managing the social media for Holiday Inn hotel we increased Twitter followers by 68% and increased their in Facebook page likes.

## Combining Services for Greater Gains

Prism 7 combined SEO, social media, keyword research, competitor research and benchmarking, and host of digital marketing tactics to create valuable, measurable results connected with the hotels objectives.

They also now have an effective digital marketing strategy that incorporates regularly updated web content, social media engagement and robust SEO practices, to give them a real hold in their competitive marketplace.

Please don't hesitate to get in touch for further information about any of the services Prism 7 provide, or you'd like to learn more about our successes with our existing clients.

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