

Case Study – The Views Inn, Sedona

The Hotel industry is an extremely competitive space. Traditionally, many hotel chains depended on travel agents and referrals as only very big hotel chains could afford traditional and exorbitant advertising via tv, newspaper, and radio. Digital marketing revolutionized the way the industry worked. Just by a well-planned website and good online marketing, these properties saw their client base increase. Platforms like Trivago, Airbnb, booking.com have totally bridged the gap between customers and hospitality service providers.

The problem:

The Views Inn, Sedona, approached us for increased online bookings. They wanted maximum no of people living nearby the hotel site and those searching for a right holiday destination and stay must be able to discover and book a stay at The Views Inn.

About The Views Inn: The Views Inn located in the heart of Red Rock Country, Sedona in the state of Arizona, is a perfect place to stay. Being family-friendly and a budget-friendly with indoor amenities and facilities for site seeing makes The View Inn an ideal place for tourists to stay and enjoy the food, shopping and cultural heritage of Sedona. The hotel also takes pride in their warm hospitality staff who make the travelers' holiday extra special.

Objective:

To achieve this, we must optimize their online presence and increase their online bookings. Improve the domain authority (DA) for The Views in the HORECA industry business domain.

What we did:

Our idea is to serve a long-term strategy along with short term results for our clients so that their immediate and long-term business goals are met.

SEO:

In The Views Inn case, we went aggressive with SEO drive with conversion to bookings as a sole objective i.e. to get a good number of website visits and bookings. We created a 360° integrated SEO approach along with strong content and social media marketing to build their strong presence for the hotel on all important online channels.



Sedona is known for its view, food, rich culture. So, tourists must find and land on The Views Inn listings or website when they look for **accommodations, hotel stays, amenities, the view, site-seeing, Red Rock, Shop and dine in Sedona** and related keywords.

Website Design: We created an easily navigable and user-friendly site. Then we did On Page optimization of the full site on a priority basis. Our effort was to improve the main keywords Google search ranking for The Views Inn. We took care to optimize for different travel needs like accommodation, affordability, conference, Sedona Art & Culture, etc.

Then, started with **Google local listings**. Our objective was to increase the number of customers who search for Views Inn or category related to the hotel industry and service in Sedona directly find these listings.

Press release is the right medium if you want to proliferate news in a short time. We tried to create a buzz about The Views Inn as a preferred hotel to stay in.

Web blogging – In addition to the site blog, we created blogs for The Views Inn on the blogger.com & tumblr.com and then promoted the blog links on various social profiles and social bookmarking sites.

Business Listing - We submitted on top 20 business listings sites like about.me and hotfrog.com

20 submissions on **Directory & Classified Ads** sites were done which are crucial for ranking in the search engine

Social Bookmarking – We did social bookmarking especially for accommodations in 10 social bookmarking sites

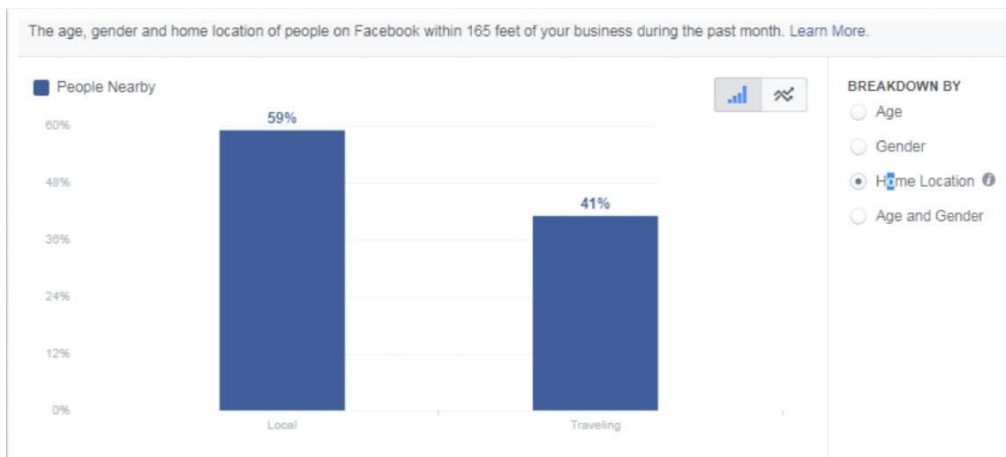
Article submission – We submitted articles with links to The View Inn in 20 top-ranking article submission sites like Uberant.com and Imfaceplate.com and then promoted these links on web blogging sites with our profile.

We also shared the PDF profile of The Views Inn on top 5 **online media sharing platforms** such as issuu.com and picture/graphic profile on various photo sharing sites like Piktochart and Pinterest.com.



Social Media Optimization: Simultaneously, we started building the presence of The Views Inn on main **social channels**. We kept SMO as a long term strategy. We worked mainly on Facebook, Twitter, Pinterest, and My Space.

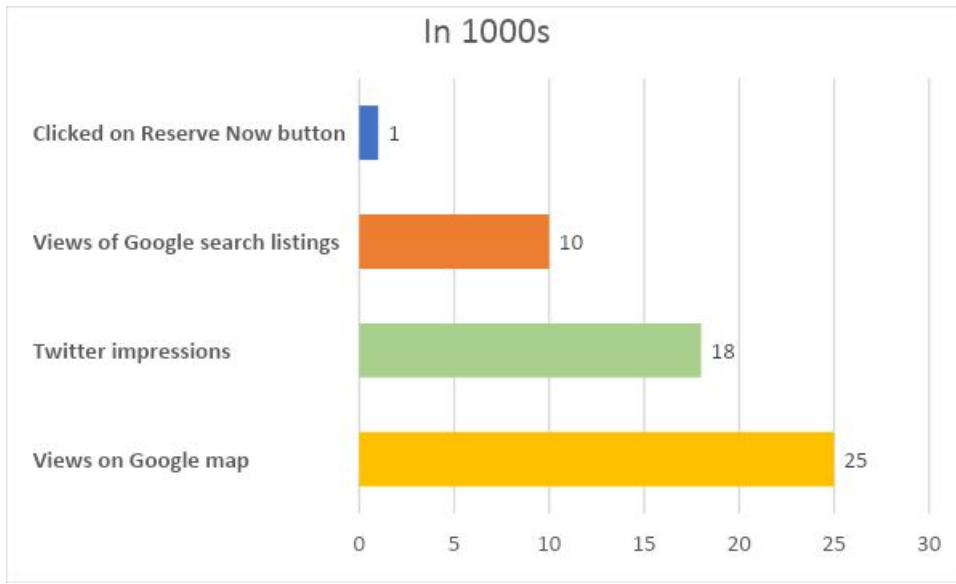
On Facebook, we targeted home locations (people living) within 165 feet of The Views Inn.



Results:

After the 1 month of concentrated SEO for The Views Inn, we had following encouraging results -

Google Local Listings helped customers who searched for the keywords Hotels, Views, The Views Inn, Sedona, Restaurants in Sedona find The Views Inn.






25 K people viewed The Views Inn on Google Map

In total, 10,000 customers found The Views Inn on Google search listings in one-month time.

How customers search for your business

1 month ▾



-  **Direct**
Customers who find your listing searching for your business name or address
-  **Discovery**
Customers who find your listing searching for a category, product, or service
-  **Branded**
Customers who find your listing searching for a brand related to your business

Out of which close to 1000 people clicked on the Reserve Now button on the reservation form.

50% of people visited the site were from and nearby Arizona (that's what we had targeted)

Search Engine Rankings: There was a consistent improvement in top keywords search ranking. The Views Inn ranked 3 for Hotels near Sedona Adventure Outdoors. For the keywords Hotel Rooms in Sedona AZ, Motels Sedona AZ Area, Hotel Near Sedona Airport, the rank jumped up by 30%. We plan to hike the other keywords in the coming months with our consistent effort.

Twitter: 18K impressions within one month

Testimonial: We were not very satisfied with our bookings. It became crucial for us to tap the online booking space effectively and we were not doing it. Out of hundreds of digital marketing agencies, it was difficult to decide which one to go for. Then we came upon Websrefresh that specialize only in the HORECA industry, and we went for them. They made our website more functional, updated and optimized the content and implemented a strong marketing strategy. Our faith in our decision is reconfirmed with the kind of conversions they have shown in a month time. We are hoping that we meet all our big business targets in the upcoming next 6 months.

Conclusion

With the Websrefresh team effort, content and SEO specialists, we could nail the first month of our campaign and get close to 1000 conversions for online bookings alone. We plan to go ahead with our online marketing strategy and launch a few more campaigns to bring The Views Map not only closer to the American tourists' radar but also to be found by nearby countries.

Business Pitch

Are you owning a hotel and want help with bookings? Try our specialized digital marketing services. We assure you a sure shot conversion.