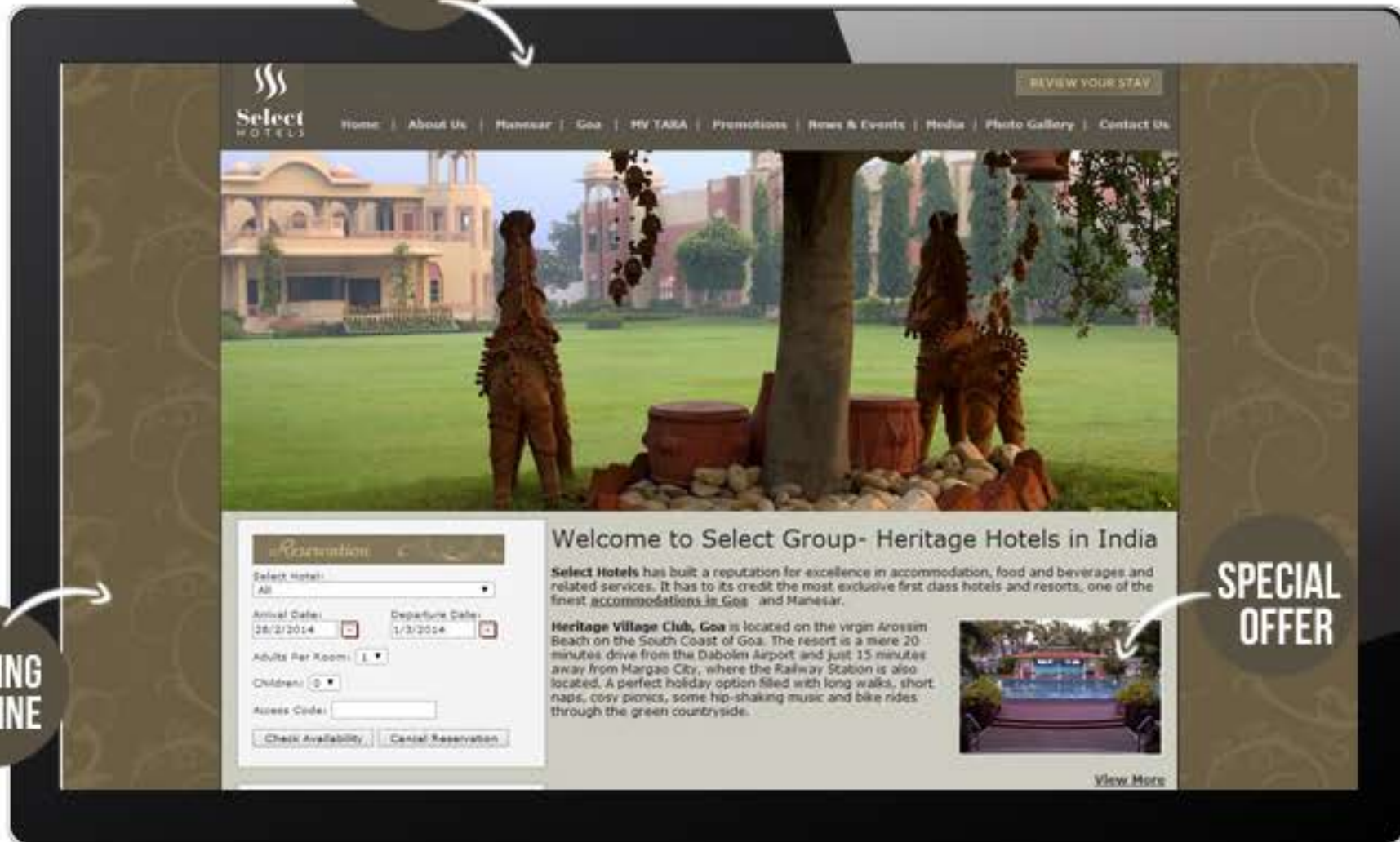


# SELECT HOTELS AN ONLINE SUCCESS STORY



EASY  
NAVIGATION



BOOKING  
ENGINE

SPECIAL  
OFFER

## ABOUT SELECT HOTELS

Select Hotels is a niche brand positioned in the well saturated Indian Hotel Industry through its resorts Heritage Village Resort & Spa Manesar, Gurgaon and Heritage Village Club, Goa. The brand symbolizes style, eloquence and grandeur offering guests sojourn experiences. Select Hotels is part of the fast growing dynamic Select Group which has diverse business interests which include, besides real estate, travel & tourism and private equity investments in Biotechnology and Publishing. It has built a reputation for excellence in accommodation, food and beverages and related services. It has to its credit the most exclusive first class hotels and resorts, one of the finest accommodations in Goa and Manesar.

## INDUSTRY: HOSPITALITY

OBJECTIVE: TO INCREASE TRAFFIC TO WEBSITE THROUGH SEO



## THE CHALLENGE

The traffic on the website was in tune of 4,500 per month and was not generating the expected ROI for the client. Select Hotels were looking for an increase in overall traffic as well as organic search traffic from the website.

## THE SOLUTION

We started working on transactional keywords that were essential in driving the customers who were interested in booking a room in the hotel. The on page as well off page optimization had fine balance of transactional as well as non transactional keywords. We also fine tuned the landing page as well as improved the website navigation making it more user-friendly.