



# CASE STUDY

Set up in 2004, with the aim of providing hospitality services, the Division has gained substantial industry expertise in the operations field, sales, marketing, revenue management, finance and Human Resources to successfully manage a number of Hotels and Hotels Apartments across Dubai. Hotel offers free shuttle service, for connecting to Oasis Centre, Dubai Mall, City Centre and Jumeirah Beach Park every day.

## CHALLENGES



- Understanding the ROI & Realizing it to Hotel
- Very less Awareness about the Brand as Weekend Gateway Resort
- No Brand Engagement
- Low Revenue Generation
- No or minimal Web Presence
- To increase the conversions and decrease the expenses
- No Web Presence
- Maintaining Fresh & Updated Look

## OBJECTIVES



- Main Target Audience was the Leisure Travelers International as well as Indians as well
- Since it's a mesmerizing holiday destination, therefore our main focus was to create the awareness about this 5 Star Resort Destination visiting India from abroad
- Reach a wider audience and create engagement for them

## ONLINE MARKETING STRATEGIES (SEO)

### Focus on CTR:

#### Local Search

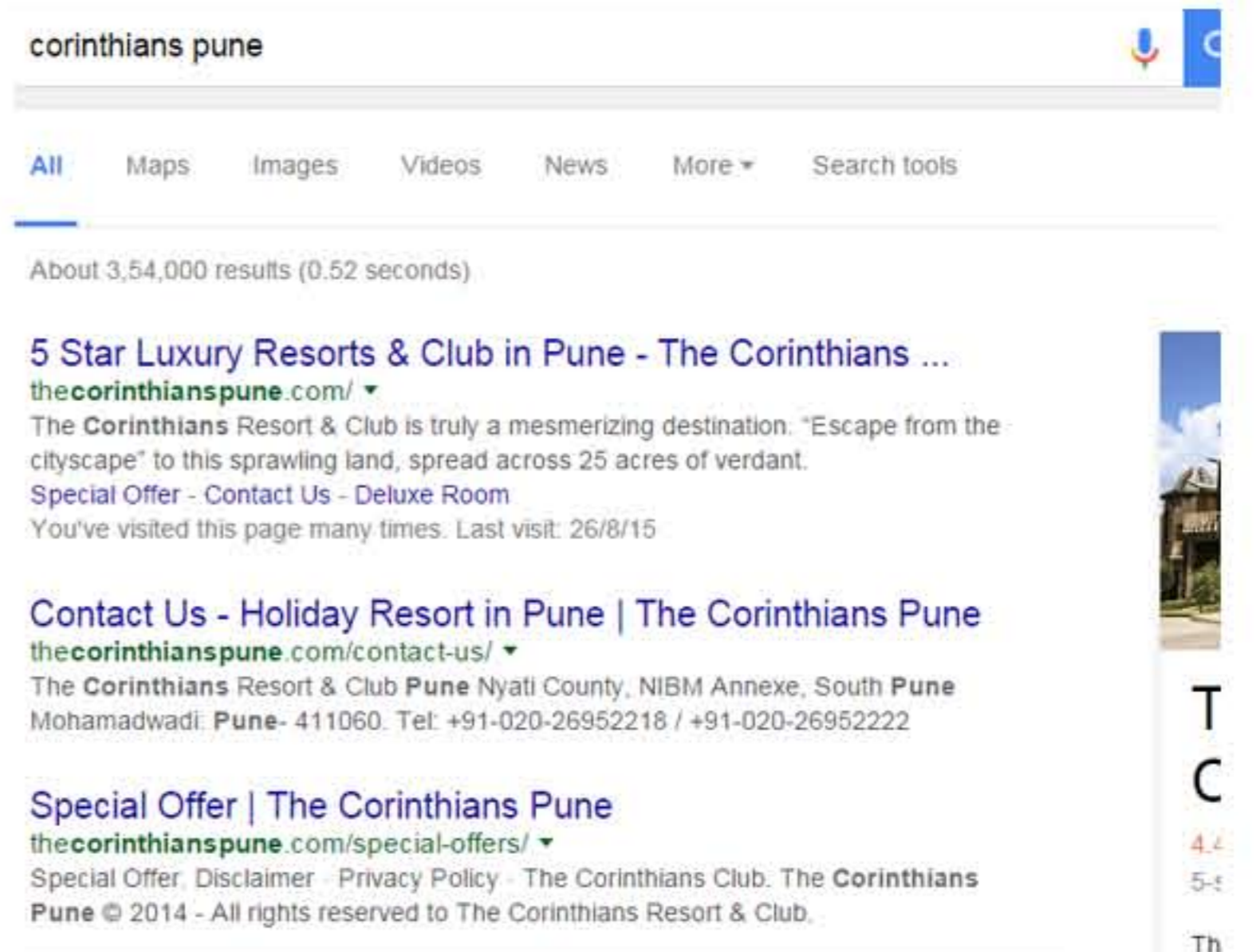
Unlocked the enormous potential of local search marketing. Location, location, location – it can't be ignored – so it was imperative to ensure proper local indexing of Corinthians Resort & Hotel Pune.

### On Site Optimization:

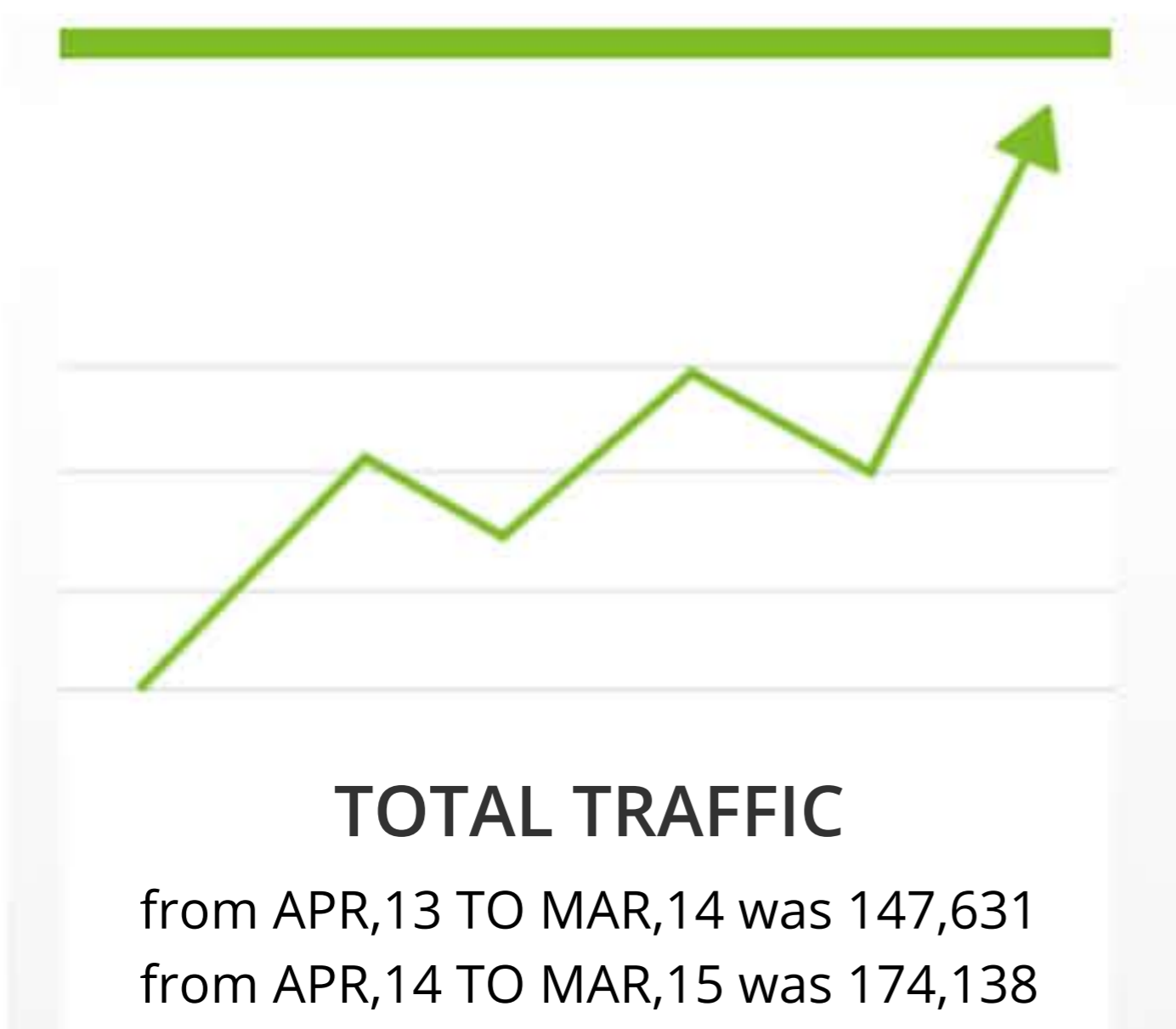
- Suggested keywords are in correlation to the brand and have high average search rate in the market.
- Keywords for luxurious getaways in Pune are high competitive and focus was to make Corinthians Resort the best.

### Off Site Optimization:

A technique we used for Off page SEO. It helped us in bolstering our search engine rankings. Also helped generate relevant referral traffic to the site of Corinthians Resort & Hotel



## RESULTS



### Keywords Ranking Improvement:

5 Non Branded Keywords not ranked in top 100, after proper SEO activity ranked in the 1st page of Google in 4 months