

SOFITEL
HOTELS & RESORTS



FILLING ROOMS THROUGH SEARCH ENGINE MARKETING

Traff1k D1g1tal's first project with the Accor Hotels began with Sofitel Noosa Pacific Resort. The hotel sought to increase its individual property website bookings through its individual property website.

Traff1k D1g1tal began by putting together a new Digital Strategy and Search Engine Marketing campaign for the hotel's franchisee website, so that it could be found more easily by Google and be able to increase returns on its overall digital marketing strategy.

TRAFF1K D1G1TAL WAS ENGAGED TO:

Implement Digital Strategy and Search Engine Marketing.

ANALYSIS: Sofitel Noosa Pacific Resort is a well known 5 star hotel in Queensland, Australia. The hotel operates its own independent property website, derived from a template from the Sofitel brand.

The website was underperforming for both branded and non-branded keyword phrases in Google, with an overall visibility of just 3.5% online.

Website

Operating an individual property website.

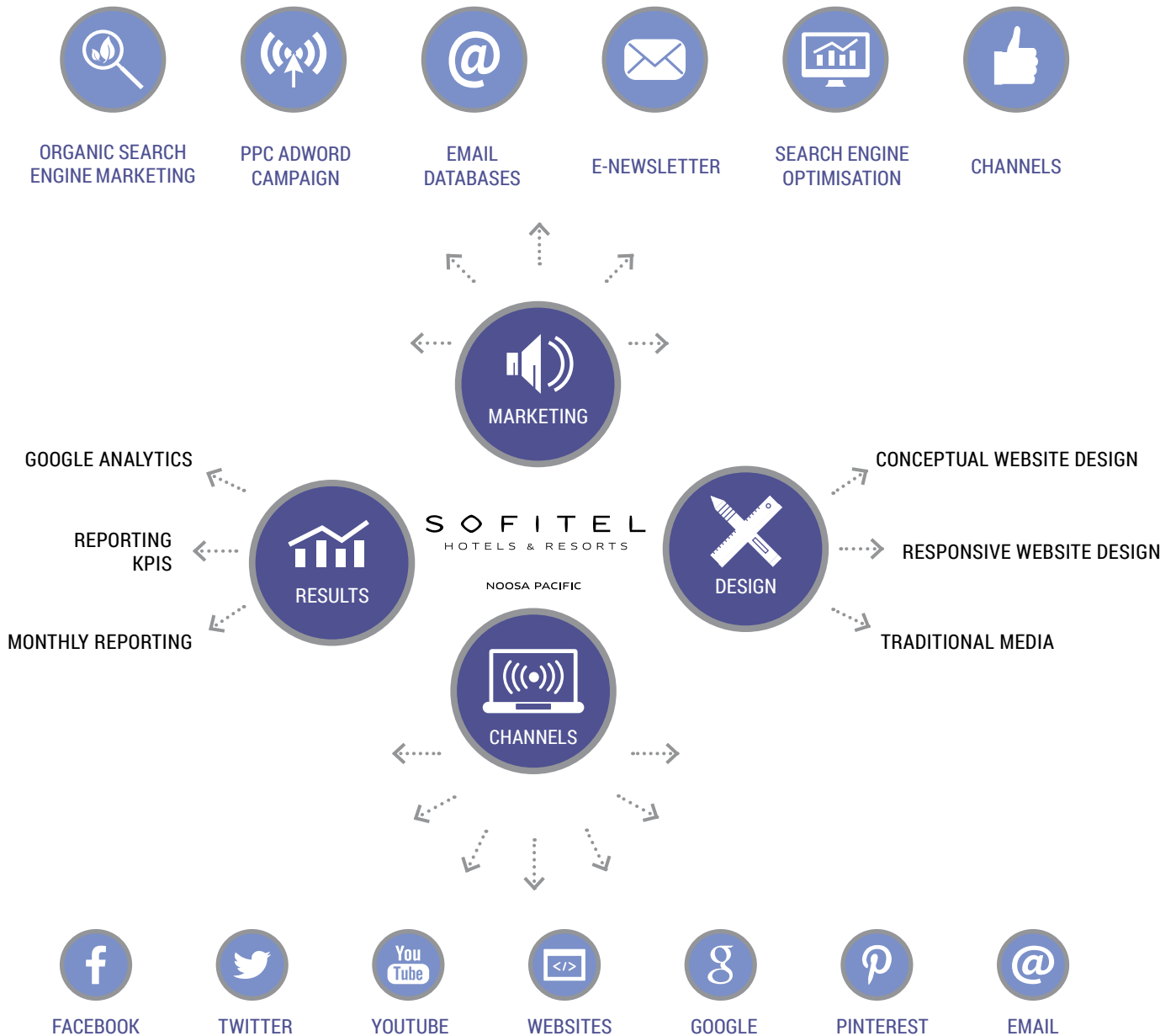
Ranking

Was not currently visible (position +10) results in Search Engines for branded or demand driven keyword phrases.

Visibility

Commenced with only 3.5% visibility online.

STRATEGY:



RESULTS:

257	1,500	50%	+800%
1ST PLACE KEYWORDS IN GOOGLE	+ FACEBOOK LIKES BY 1,500	VISIBILTiy	INCREASE IN WEBSITE VISITORS IN THE 1ST MONTH

Source: Sofitel Noosa Pacific Resort Facebook & Google SERPS, April 2014.