



SUCCESS STORY: SEO, PPC & SOCIAL MEDIA

About the Client

Our client has one of the oldest and most storied Inn properties in Santa Fe, NM. The property is 150 years old and is classified as a historic property. It has 18 guest rooms, each with a kiva fireplace, which is unique in Santa Fe.

The Challenge

The client had an old Website that no longer served her or her clientele's needs. She also had been doing some online marketing herself, but had no real understanding of what the results had been. She needed help in refining the online marketing strategy, understanding what metrics to measure and how to define success.

The Objectives

Given the extreme competitiveness of this client's niche, we worked with her to set very specific SEO and PPC goals for her Website. We identified the demographic and geographic targets and established the goals of increasing traffic to the Website, requests for information, and bookings. All goals were to be tracked via a combination of Google Analytics and her online room-booking engine.

The Strategy

Clear Blue Sky Digital started by analyzing the competitive landscape for B&B Inns in Santa Fe.

The decision was made to create a new Website that would reflect both the old world charm that the Inn has as well as have all the features, visual appeal, navigation, and mobile-friendliness that a modern Website should have.

Next, we reviewed the data available in both Google Analytics and the online room-booking engine to determine the most important demographics for her business. As a result, we expanded our geographic range to include most English-speaking nations and our age range by 10 years.

We conducted in-depth keyword research to find appropriate search terms for our campaigns. We analyzed all terms for number of searches they receive each month and number of sites competing for rankings for those terms, both in natural search and paid search.

We rewrote Website copy for greater search engine relevance. We also completed all other on-page SEO components prior to launch of the new site to ensure it would be indexed properly by the search engines. We also took steps to ensure that any search engine rankings held by the old site correctly transferred to the new one.

We set up and launched numerous PPC campaigns. These are monitored and optimized continually to attain the most conversions. We also test different versions of the ad copy on a monthly basis to refine which messaging works best and to promote the client's various specials over the year.

The Results

The client is extremely happy with the results we obtained.

Overall: Site visits increased by 14.25% and conversions increased by 44.8%

SEO: With many additional listing in the major search engines, we showed a year-over-year increase in traffic of 21.18% along with a 4.65% increase in new visitors. We also increased her rank in the major search engines for important keyword terms such as "Santa Fe Bed & Breakfast" and "Santa Fe vacation".

Maps listings: Rose to a consistent 2nd position, from not appearing in the Google three-pack of maps listings at all.

Local search: We created and optimized client listings in local directories such as Yellow Pages, Dex, Yelp, TripAdvisor, Hotels.com, Fodors, BedandBreakfast.com, etc. These listings now show up in searches for the client's name at the major search engines and are strong referrer sites in Google Analytics.

PPC campaigns: Significant improvement year-over-year with an increase in Clicks, Impressions, Conversions and the Conversion Rate, and the decrease in average Cost Per Click and Cost Per Conversion. With slightly less spend, we delivered more traffic and more conversions.

Social Media: We increased Facebook "Likes" from 35 in January to over 3,300, with no advertising dollars spent. We created a Google My Business page, Instagram, Pinterest and Twitter pages that have an increasing number of followers along with strong engagement.