



Case Study: Two Caribbean Resorts with One Shared Objective - to Increase Reservations and Revenue with a New Website

A pair of 4-star, all-inclusive properties in Aruba was ready to revamp their websites with a fresh look and promote the properties together. While one property was marketed as a family-friendly resort, and the other for a romantic couple's vacation, they wanted to create a more cohesive experience and uniformity in the branding and create one website for both properties. The goal was to get more visitors to the site who were interested in the location and experiences offered and let them decide which property was more suitable based on their preferences.

The client set a few goals for Vizergy in this process:

- Drive more relevant traffic and increase reservations and revenue for both properties
- Increase RFPs for coveted and competitive wedding business
- Increase conversions from the natural search channel with a cohesive SEO strategy between the two resorts

Vizergy created a website that allowed visitors to see that this was a side-by-side resort with a number of offerings for any vacationer, while keeping true to the brand, style, and voice of this particular hotel group. They were able to showcase the stunning photo and videography of each property and include relevant and conversion-friendly content to help any visitor begin to see themselves at these resorts.

Since the client wanted it to be clear that guests are allowed access to both resorts during their stay, Vizergy did not create separate sections for each resort. They instead made the difference clear in the Rooms section, but then kept all amenities, dining outlets, and specials together and easy to find from the main navigation. They also included sections for family-friendly activities, as well as romantic wedding and honeymoon packages to keep the inherent personalities of each resort.

The SEO team was then able to use the organized layout and content to focus their strategy on frequently searched non-brand terms that the previously separate resort websites struggled to bring traffic with. It seemed that when one property increased rankings for specific themes, the other site would dip. If Google wouldn't reward both separate websites of the resorts previously, would combining the sites to create one experience solve this problem too?

Read on to find out...



Two Resorts, One Website

Vizergy's design team worked directly with the client to understand their target guest demographic, brand voice, and resort vibe, and worked to bring out the best in each property and create a unified resort feel.

The new website launched at the end of 2022, replacing the two individual property sites. Since the previous sites had been around for several years and had website authority, impressive visit performance, and thousands of inbound links, 301 redirects were set up to make sure that was not lost. Specific page to page redirects were also utilized from certain content on the old sites to the pages with the related content on the new site to make sure user experience was not degraded during the switch.

The SEO team performed extensive keyword research and competitive analysis to find the best keyword theme targets for each page. The copywriting team then went to work creating content that appealed to visitors, aligned with brand voice, and enticed clicks to the booking engine. A full technical site audit was performed after launch to ensure adherence to search engine guidelines and user-friendly best practices.

A Game-Changing Website

Direct bookings and revenue reach unprecedented highs

While a change as large as two websites combining into one, along with a new URL, generally creates a several-month period of volatility in rankings and performance as the new content is crawled and indexed, Vizergy saw that the new website was quickly being rewarded with positive ranking increases and impressive conversion numbers for hotel bookings and wedding RFPs.

Overall, the revenue from the website for both resorts combined in 2022 up until site launch was \$15.5 million. For the same period in 2023, that number rose to \$19.9 million - an increase of almost 29%.

In 2022, 4332 reservations were made directly on the property websites. That reservation number grew 23% to 5344 reservations in 2023.

When the team pulled reservation data just from the organic search channel, it told an even more impressive story. Both previous sites ranked for just under 7000 non-branded keywords total. As of May 2024 (less than 18 months after the new site launch) the one combined website ranks for over 15000 non-brand terms.

Reservations from organic visits increased over 32%, with a revenue increase from that channel of almost 34%. Organic search visits made up over 60% of the website's total reservations and revenue in 2023.

Year over year, wedding RFPs from the new website increased by over 57%.

THE RESULTS

The performance of the website overall and specifically from the organic search channel far exceeded expectations:

 **29% increase in website revenue**

 **23% increase in direct bookings**

 **34% Increase in organic search revenue**

 **57% Increase in wedding RFPs**