



Client Profile

Our client's property is an oceanfront resort and spa located in Atlantic Beach, FL. The hotel features 193 lavish rooms and suites with luxurious amenities. Their restaurant boasts ocean views and award-winning cuisine.

With its location in the heart of Atlantic Beach Town Center, within walking distance there is no shortage of authentic shopping, restaurants bars, and entertainment.

Client Goals

The client's established goals were to increase natural search traffic, customers delivered to the reservation system (CDRS), and ultimately direct bookings by 5% across all categories.

Case Study:

Boosting natural search traffic and direct bookings

Strategy:

Upon diving into our client's existing digital footprint and SEO, the Vizergy team quickly realized that past natural search strategies focused on high traffic, low conversion terms such as "Jacksonville" and "Jacksonville Spas", which led to a high bounce rate and very little revenue from those phrase types for this property due to the fact they are a luxury resort in Atlantic Beach, not a hotel in central Jacksonville.

Vizergy made the decision to sacrifice (initially) natural traffic by focusing on more relevant search terms in hopes of reducing bounce rates, improving the guest experience, and ultimately driving higher conversions.

Tactics:

The following tactics were employed to help improve traffic quality and conversions:

- Moving away from terms such as "Jacksonville" and "Hotel" to focus on more relevant terms such as "Luxury", "Resort", and "Atlantic Beach".
- More transparent page titles: An example of this is while our client's spa remains highly ranked in a search for "Jacksonville Spa", the page title makes it clear that it is in Atlantic Beach.

Case Study Results

The decline in natural search was minimal, while gains in other categories have been exceptional. The following gains and losses are based on January – May performance in relation to the same period the previous year.

Change in bounce rate: 95.11% decline

Revenue from natural traffic: 50.54% increase

Transactions from natural traffic: 77.46% increase