



Recurring Landing Page Revenue

A hotel in Arcadia wanted more direct revenue from relevant traffic.

OUR SOLUTION

1

Built a landing page around a set of keywords relating to a nearby renaissance faire.

2

Launched for 2016 season

2016 to 2017 Growth...

300%

GROWTH IN
ORGANIC TRAFFIC

209%

INCREASE IN
CHECK RATE

50%

INCREASE IN
CLICK TO CALL

*DIRECT REVENUE INCREASE**

209%

**Assumes 3% of those who checked rate made reservations and the average number of nights booked is 1.8 with an ADR of \$150.*