



Landing Page Attracts Unique Relevant Traffic

A hotel in Brea, CA wanted to increase relevant traffic to site.

OUR SOLUTION

- 1 Build a new landing page for the nearby Presidential library.
- 2 Initially targeted a keyword mix representing 50 searches/month.

First 9 months after launch...

9%	18%	11
GROWTH IN TRAFFIC MoM	CONVERSION RATE	KEYWORDS IN POSITIONS 1-20

*DIRECT REVENUE GENERATED**

\$2,430

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