

CASE STUDY

Leading international luxury hotel and resort chain

Achieve 30% bookings increase & 98.9% listings accuracy lift with full local SEO treatment.

 **Rio** SEO

a PG Forsta company



Synopsis

Powerful search technology and managed services regimen rejuvenates leading hospitality brand's spa business.

Luxury hotel guests on the search for their next great stay want to know what kind of experience they can expect of your brand's locations.

In fact, 70% of hotel searchers on mobile devices aren't looking for brand names or even hotel locations, they're on the hunt for specific amenities such as an indoor pool, on-site restaurant, or a full-service spa.

Explore the local search strategy that delivered a 98.9% lift in local listings accuracy, 84% more phone calls, and 30% more spa bookings for this leading international luxury hotel and resort chain, one of the world's leading luxury hospitality brands.

98%

lift in local listings accuracy

84%

more phone calls

30%

more spa bookings

The challenge

When consumers take to the web to explore their luxury hotel options, it is critical that the information presented to them in search results is accurate and up-to-date for each hotel location.

Guests need to know the exact location of the hotel, as well as key information such as website URL, phone number, and availability.

But moreover, **customers want to understand the experience each location offers.**

In fact, according to Google, 70% of hotel searches on mobile devices are for specific types of amenities such as “hotel with an indoor pool,” or “hotel with a spa.” So when this leading international luxury hotel and resort chain decided to seize the opportunity to more effectively market its spa services, Rio SEO knew that a holistic local marketing strategy was needed to truly elevate the hotel chain’s unique services.

70% of mobile hotel searches are amenity driven



The solution

Rio SEO facilitated improvements in revenue and traffic to 100 of the international luxury hotel and resort chain's spa locations' pages.

The agency's local search strategy for the brand was designed to achieve measurable gains in search visibility and bookings for its spas. The solution also needed to support the international luxury hotel and resort chain's organic hotel listings with accurate, up-to-date listings that built and protected search engine trust in the brand.



Together, Acronym and Rio SEO kicked off this effort by:

- Deploying Rio SEO's Open Local Platform across the 100 international luxury hotel and resort chain spa locations to power:
 - Specialty Pages with proper schema markup and hyperlocal content for each hotel with a spa
 - Local Listings management to quickly resolve NAP issues at the aggregator level and bring all listings information up to date
 - Integrated Local Reporting to track the performance of these efforts
- Optimizing, cleansing and updating each This leading international luxury hotel and resort chain spa location's GBP profile, including
 - High-resolution spa and hotel images, with irrelevant images flagged for removal
 - Updated links and information
 - Corrections and updates to map pins
 - Removal of duplicate or erroneous listings

Once listings were claimed in GBP and verified in bulk, new listings were created for those spa locations lacking one.

Rio SEO coordinated the fixture of persistent duplicate listings issues with GBP representatives. Recognizing both the search ranking and consumer trust benefits of a scalable reviews strategy, Acronym aided representatives from each This leading international luxury hotel and resort chain spa property in gaining access to the appropriate GBP dashboard in order to respond to customer reviews.

The results

Year-over-year, Rio SEO's efforts drove the following business results for this leading international luxury hotel and resort chain through enhanced search performance:

- Clicks **+140%**
- Driving directions **+150%**
- Phone calls **+84%**
- Website visits **+159%**

On average, conversions increased 31% and search-assisted revenue and **bookings grew by 30%**.

Local Listings accuracy, a critical component of both search engine trust and customer experience, improved from a fairly abysmal 45.4% to **over 90% accuracy** thanks to cleansing and management at the data aggregator, local listings, and search engine levels. That's a **98.9% improvement in local listings accuracy**.

Rio SEO continue to improve the international luxury hotel and resort chain's local spa listings by auditing and updating map pins, optimizing GBP profiles with high-resolution images, coordinating manual troubleshooting with the GBP team, and supporting internal teams with timely, expert organic search assistance.



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"What a year. Thank you! I know we really challenged you this year with new objectives and KPIs. Together we got to a whole new level of clarity and achieved some truly great things, with even more queued up. I really appreciate your flexibility and willingness to always push further for, and with, us."

DIRECTOR OF DIGITAL

International luxury hotel and resort chain



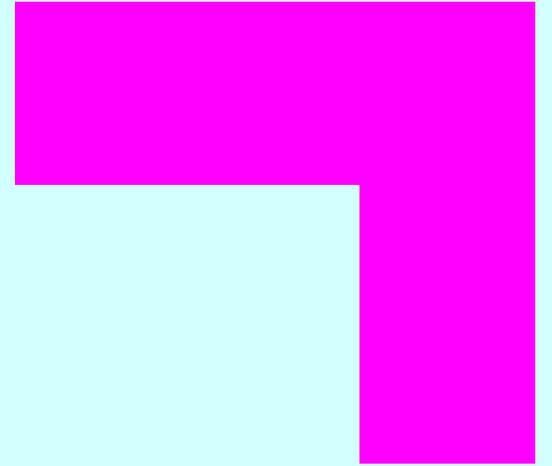
About Rio SEO

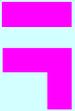
Rio SEO is the leading Local Experience Platform for enterprise brands.

The Local Experience Platform provides multi-location organizations with a comprehensive, seamlessly integrated suite of turnkey local marketing solutions proven to increase brand visibility across search engines, social networks, map applications, and more. The world's leading enterprise brands – retailers, restaurants, hospitality, financial services, healthcare, and more – rely on Rio SEO's innovative technology and local marketing expertise to drive motivated, measurable online traffic to websites and physical locations.

Rio SEO is part of Forsta, a global leader in customer experience (CX), employee experience (EX) and market research (MR). The combined technologies of Forsta and Rio SEO enable brands to engage consumers throughout the entire customer journey from discovery to purchase to advocacy.

For more information, visit www.rioseo.com.



 **Rio**SEO
The Local Experience Platform



rioseo.com

t. +1 858 529 5005 e. hello@rioseo.com

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