



ROTANA HOTELS SEO

TravelCLICK has successfully worked with Rotana hotels in the Middle East to increase Search Engine performance and optimization across a fine portfolio of 67 international properties

KEY RESULTS

- 1 **57% Increase in organic website traffic**
- 2 **Search Engines now contribute over 45% of total website traffic**
- 3 **Share of website traffic from SE's has increased by 48%**



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Our in-depth knowledge of the hotel space and proven SEO best practices makes TravelCLICK a natural partner for SEO and hotel website development

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Jerome Wise

TravelCLICK - Vice President eCommerce

▶ THE TRAVELCLICK SOLUTION

TravelCLICK's Search Engine Optimization team was able to increase the Search Engine exposure, rankings and traffic for the whole portfolio of Rotana hotels despite not being involved in the initial website build.

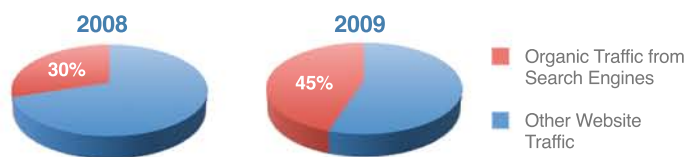
TravelCLICK's expert hotel optimization team worked hard to research and produce a strategy and implementation plan which would return optimal benefits for the client in terms of targetted traffic and Search Engine rankings. The TravelCLICK team then guided the Rotana website developers step by step through the implementation of SEO changes and tracking set-up.

▶ RESULTS

Rotana hotel have seen significant increases in traffic from the Search Engines to their website since the Search Engine Optimization

- ☑ 57% increase in traffic from Search Engines despite direct web traffic dropping by 28% over the same period
- ☑ The total share website traffic sent from the search engines grew by 48%
- ☑ Search Engines are now contributing 45% of the total website traffic - up from 30% share before TravelCLICK

57% increase in traffic from Search Engines



Data compared for case study Feb-Apr '08 vs Feb-Apr '09

ABOUT TRAVELCLICK

TravelCLICK is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution includes market intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise.

More than 14,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo. Our digital marketing provides a powerful online presence via pay per click advertising, social marketing, search engine optimization, content management and web site development services.

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