



msg

Media Search Group

SEO Case Study

. SINCE 1996 .

HOTELS *Etc.*

DISCOUNT MEMBERSHIP CLUB



<http://www.hotelsetc.com>



Hotels Etc. was established in 1996, with an ambition of catering to grasp some fun from life at a low rate and that is exactly what we have been doing for many years. Life is no fun without traveling and getting the chance of traveling at a discounted rate helps members travel more than average. A travel package at a discount rate is like a bonus in life and allows you to travel more for less

Client's Objectives

- Boost organic search traffic and sales by on-site optimization.
- Build strong authoritative backlinks among different websites.
- Raise Brand awareness and get all keywords at top of Google SERP.

Targeted Location



OUR STRATEGY

We always use highly critically acclaimed by Top notch Business School i.e. SOSTAC Technique

PHASE (I): SITUATION ANALYSIS

- Brand & Commercial Technique
- Current Performance
- Customer Insights
- Marketplace Opportunity
- Competitor Benchmarking

PHASE (II): OBJECTIVES (Where want to be?)

- Define Visions
- Align Business Growth
- Set Objectives
- Define KPI's
- Set Dashboard

PHASE (III): STRATEGY (How we get there?)

- Segmentation and Targeting
- Position Marketing Mix
- Multi Channel Experience
- Engagement & Content Strategy
- Contact Strategy

PHASE (IV): TACTICS & ACTION (What we need to get there?)

- Digital Roadmap
- 90 Days Plan
- Media Schedule
- Editorial Calendar
- Resource Allocation

PHASE (V): CONTROL (How we monitor Performance?)

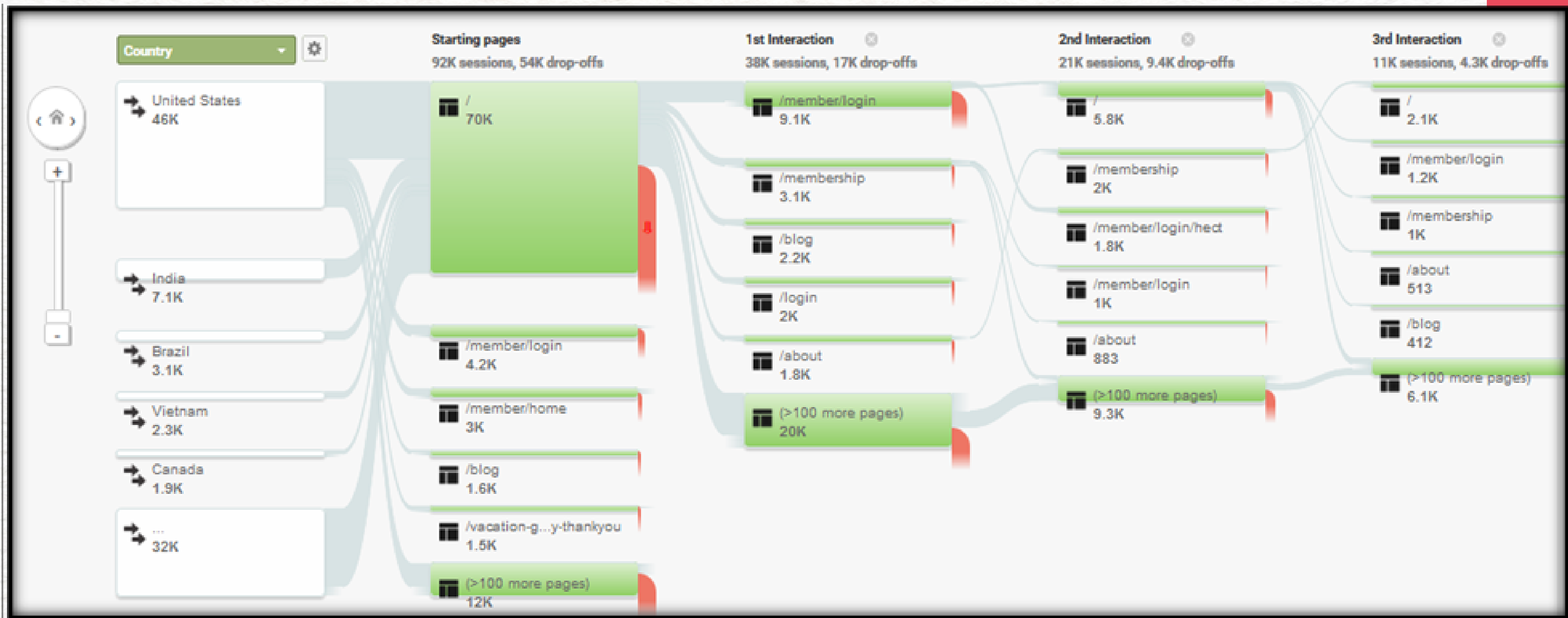
- People Engagement
- Regular Review
- Reporting Platforms
- Qualitative Feedback
- Prioritised Actions

RESULTS

Starting with a new site, at the beginning, we focused on opportunities with low competition and decent traffic value. We used Google Analytics to determine traffic value and manual research to gauge competition. We had checked and performed a comprehensive deep analysis of the website also; we have worked strategically and in a planned manner to improve website performance. Our strategic work has started reflecting positive results towards the website performance from the very first month. You may get amazed but it is usual for us as achieving these types of results are our DNA.

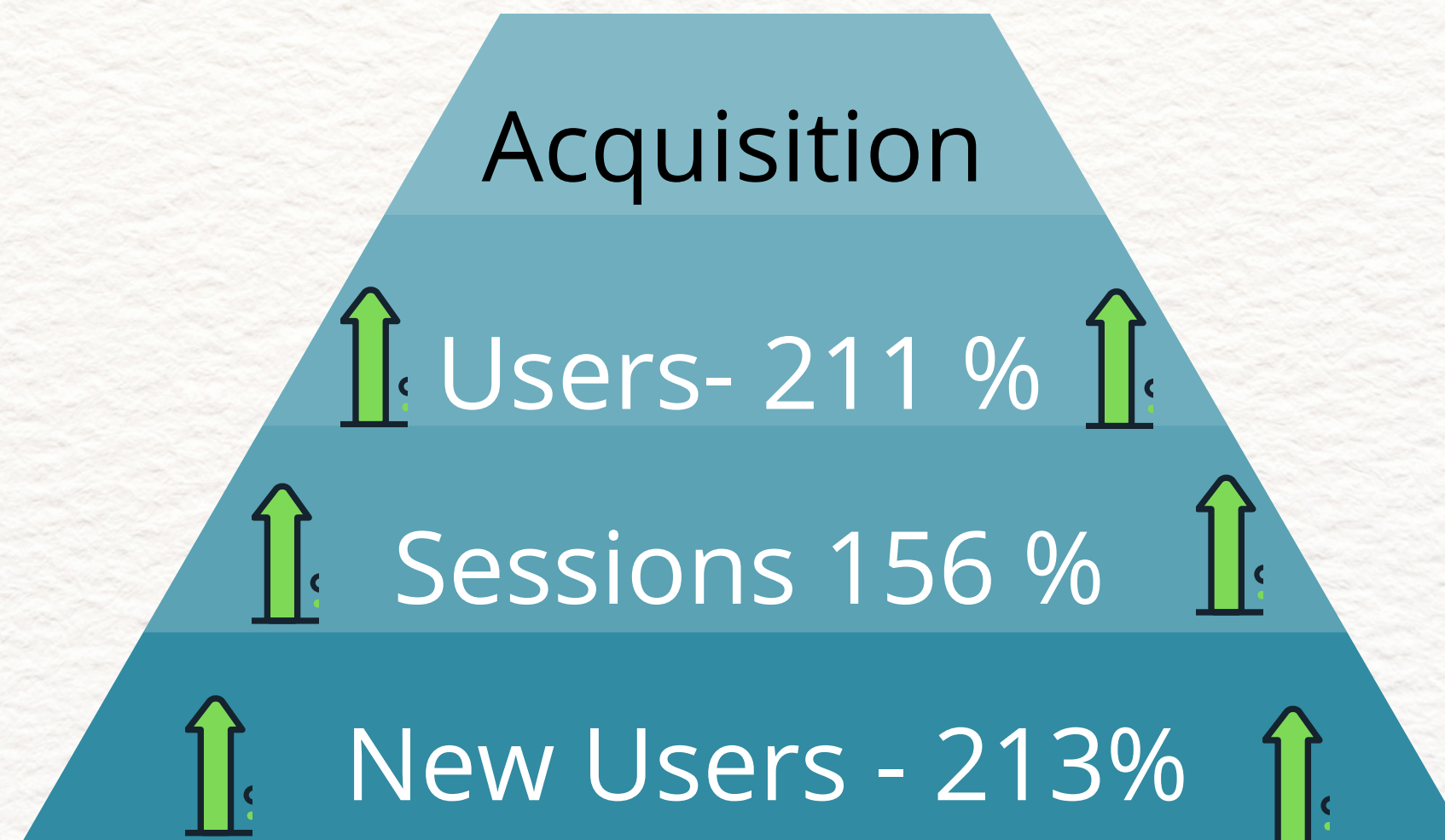
Every month, through our excellent work we delivered hundreds of potential business leads to our client.

RESULTS



RESULTS

We had started our SEO campaign for the project Hotelsetc.com 1st July 2021. Over the last 12 months our SEO strategy has been applied to the project. In this 1 year tenure we have achieved good success in terms of Website Performance, Keywords Ranking and Traffic Improvement. During this period our overall website traffic is improved significantly.



. SINCE 1996 .



DISCOUNT MEMBERSHIP CLUB



1. Direct			
Jul 1, 2021 - Jul 30, 2022	36,448 (63.99%)	36,463 (65.11%)	43,269 (62.49%)
Jun 1, 2020 - Jun 30, 2021	13,117 (71.13%)	13,071 (73.14%)	18,238 (67.67%)
% Change	177.87%	178.96%	137.25%

2. Organic Search			
Jul 1, 2021 - Jul 30, 2022	17,153 (30.11%)	16,817 (30.03%)	21,077 (30.44%)
Jun 1, 2020 - Jun 30, 2021	4,208 (22.82%)	3,792 (21.22%)	7,033 (26.09%)
% Change	307.63%	343.49%	199.69%

3. Referral			
Jul 1, 2021 - Jul 30, 2022	1,759 (3.09%)	1,219 (2.18%)	3,009 (4.35%)
Jun 1, 2020 - Jun 30, 2021	574 (3.11%)	495 (2.77%)	1,012 (3.75%)
% Change	206.45%	146.26%	197.33%

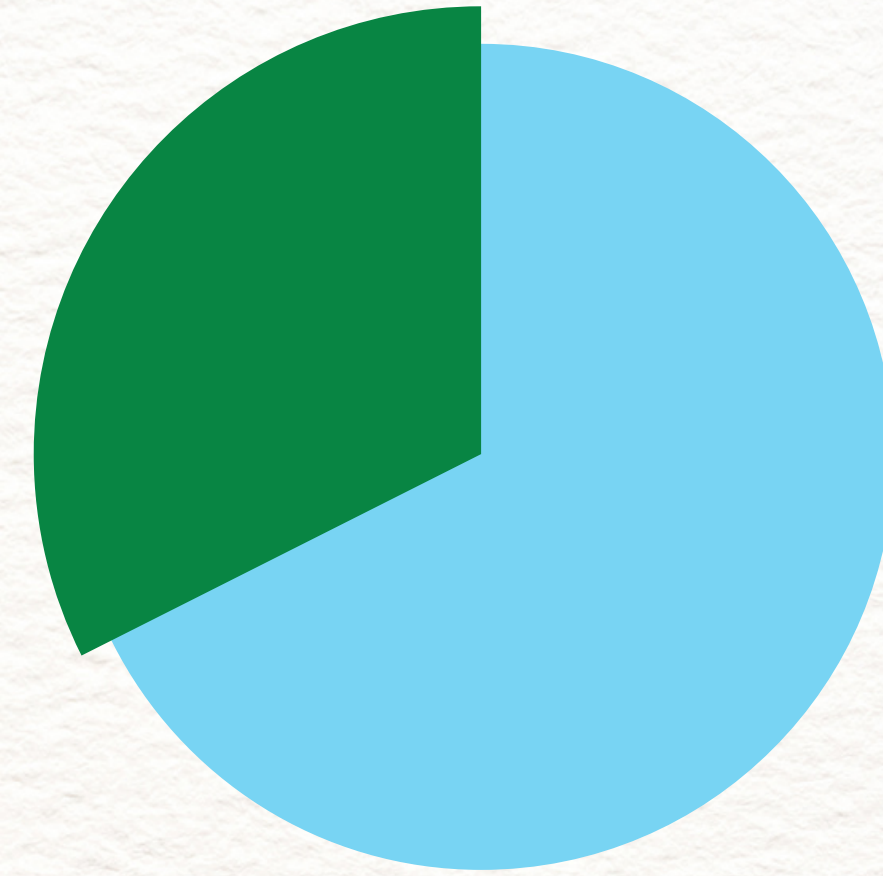
4. Social			
Jul 1, 2021 - Jul 30, 2022	960 (1.69%)	886 (1.58%)	1,179 (1.70%)
Jun 1, 2020 - Jun 30, 2021	540 (2.93%)	513 (2.87%)	668 (2.48%)
% Change	77.78%	72.71%	76.50%

. SINCE 1996 .

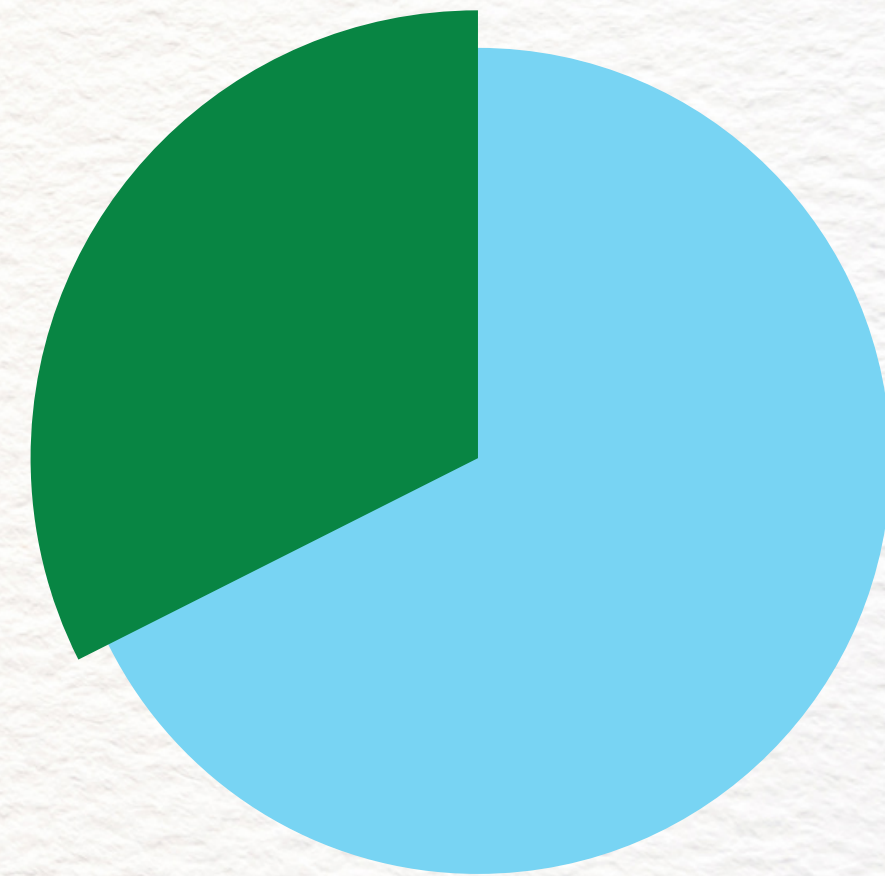


DISCOUNT MEMBERSHIP CLUB

July 2020- July 2021



June 2021- June 2022



New Visitors

Returning Visitors

Users

211.70% ↑

New Users

213.41% ↑

Sessions

156.89% ↑

Page views

107.65 ↑



KEYWORDS RANKINGS STATUS



Keywords	Initial Ranking	Current Ranking
private label hotels	2
Hotels Discount Membership online	8
private label discount program	4
private hotel membership discount	6
Private label discount for hotels	1
private label hotels discount programs	1
Private label travel booking engine	2
Private label hotel booking engine	2

KEYWORDS RANKINGS STATUS

	Initial Ranking	Current Ranking
Keywords Promoted to Top #1st Position	0	5
Keywords Ranking on 2nd-5th Position	0	15
Total Indexed Keywords	0	31

Google Snippets

Keyword -
private label hotels

Current Rank -
2nd

private label hotels

Keyword difficulty: 47.82% (for google.com database) — View full report for this keyword

All News Maps Shopping Images More Tools

About 39,400,000 results (0.63 seconds)

https://private-label-collection.com

1. Private Label Collection – Redefining the Luxury Boutique ...
Private Label Collection is a full-service hospitality company that develops and manages hotels and restaurants with distinctive character and sense of ...

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 20 LD: 56 I: 21 Rank: n/a whois </> source Rank: 7.17M Adv Disp Ads: 1
Pub Disp Ads: 1

Portfolio
Recognized as one of the top luxury hotels in the world, the all ...

Executive Team
Mark is Founder of Auberge Resorts Collection. He formed ...

More results from private-label-collection.com »

https://www.hotelsetc.com › private-label-program

2. Private Label Hotel Booking Engine | Travel Club For ...

L: 282 LD: 49.9K I: 50 Rank: 1.43M whois </> source Rank: 1.39M
Adv Disp Ads: 1 Pub Disp Ads: 1

A private label is an attractive business model where the concept or product is created, managed and serviced by the mother company and availed to you for ...

Google Snippets

Keyword - private label discount program

Current Rank -
4th

private label discount program

Keyword difficulty: 53.94% (for google.com database) — View full report for this keyword

https://paramountrx.com › main › PartnersOrganizations

3. Partners & Organizations - Paramount Rx

L: 0 LD: 939 I: 44 Rank: 6.43M whois source Rank: 1.69M Adv Disp Ads: 1
Pub Disp Ads: 1

... implement customized, **private-label discount** prescription card programs, designed to reduce escalating health care costs for the organization's members.

https://www.hotelsetc.com › private-label-program

4. Private Label Hotel Booking Engine | Travel Club For ...

L: 282 LD: 49.9K I: 50 Rank: 1.43M whois source Rank: 1.39M
Adv Disp Ads: 1 Pub Disp Ads: 1

We negotiate and manage every **discount** personally. Your network will receive access to over 1,000,000 online and offline **discounts** from around the globe.

Google Snippets

Keyword - private hotel membership discount

Current Rank - 6th

private hotel membership discount

Keyword difficulty: 69.74% (for google.com database) — View full report for this keyword

<https://www.hotelsetc.com> :

6. Hotels Etc. | Travel Membership Club For Businesses

L: 29.1K LD: 49.9K I: 50 Rank: 1.43M whois source Rank: 1.39M
Adv Disp Ads: 1 Pub Disp Ads: 1

Hotels Etc. is a travel membership club that can get you access to the best discounts that are out there for hotels, cruises, theme parks, and more!

<https://www.privateupgrades.com> :

7. PrivateUpgrades: Discover & Book Luxury Hotels Worldwide

L: 8.41K LD: 20.8K I: 69 Rank: 1.25M whois source Rank: 939K
Adv Disp Ads: 1 Pub Disp Ads: 1

Get Room & Suite upgrades and VIP benefits in the best 5-star luxury hotels worldwide. Book online and get service from your personal Travel Designer!

[Destinations](#) · [Promotions](#) · [About](#) · [Blog](#)

Google Snippets

Keyword - Private label discount for hotels
Current Rank - 1st

The screenshot shows a Google search interface. The search bar contains the text "Private label discount for hotels". Below the search bar, there is a "Keyword difficulty" indicator showing 43.43% and a "View full report" link. Navigation tabs for "All", "News", "Shopping", "Images", "Maps", and "More" are visible, with "All" selected. The search results show "About 87,900,000 results (0.71 seconds)". The first result is highlighted with a red box around the URL: "https://www.hotelsetc.com › private-label-program". The title of the result is "1. Private Label Hotel Booking Engine | Travel Club For ...". The snippet text reads: "We negotiate and manage every discount personally. Your network will receive access to over 1,000,000 online and offline discounts from around the globe." To the right of the text is a small thumbnail image showing a person holding a sign that says "HOTELS ETC.".

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THANK YOU

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