

# SEO Services for Hospitality Establishment

## PROJECT DETAILS

 Search Engine Optimization

 Jan 2018 - Mar 2022

 \$50,000 to \$199,999

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## PROJECT SUMMARY

Optimum7 developed and implemented an SEO strategy for a hospitality establishment. Their goal was to improve the client's organic discovery, web traffic, and search results ranking.

## PROJECT FEEDBACK

Through a well-targeted strategy, Optimum7 increased the client's organic page views and web traffic. The establishment ranked first in search engine results as well. The team was highly communicative throughout the project, and the client appreciates their genuine interest in the business's success.



## The Client

Please describe your company and your position there.

I am the Owner of a hotel and a company in the retail apparel and fashion industry.

## The Challenge

For what projects/services did your company hire Optimum7, and what were your goals?

We had hired Optimum7 for hotel/hospitality SEO. Our goal was to increase our organic discovery on Google and other search sites and get high-quality website traffic through a strong keyword strategy. So, we could rank on Page 1 of search results.

 Owner, Hospitality Establishment

 Hospitality & leisure

 Turkey

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

How did you select this vendor and what were the deciding factors?

I personally knew Duran (the CEO) from my network in Miami and he was the only one who came to mind when it comes to SEO. Optimum7 had a specialized team of SEO specialists.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

The team created a full marketing strategy that was tailored to my needs. They also did SEO optimization on the website, which brought more visitors organically.

How many people from the vendor's team worked with you, and what were their positions?

I worked closely with Duran (CEO) and an Account Owner from the marketing team on my project.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

The website had its best year in 2020 thanks to Optimum7. We saw an immediate lift in organic page views, more traffic, and a significant improvement in search engine rankings too.

Describe their project management style, including communication tools and timeliness.

The communication with Optimum7 was exceptional. We had started using Podio as a project management tool and then continued to communicate on Monday.com which is an effective way to get updates and track project timelines.



## What did you find most impressive or unique about this company?

We started seeing a significant increase in website traffic and revenue since we began working with Optimum7. The SEO knowledge that they provided set them apart as well as their genuine interest in helping us succeed along the way. They were always on schedule without any issues whatsoever has made this agency more than just worth it.

## Are there any areas for improvement or something they could have done differently?

The communication was a bit difficult due to the time difference. I also did not like the Project Management Tool they used.

