

SEARCH ENGINE OPTIMIZATION CASE STUDY



Case Study Client:

The Sutton Place Hotels

Date:

June 23, 2005

OVERVIEW

The Sutton Place Grande Hotels Group is a collection of luxury properties in North America, each distinctly different in style, yet all striving to exceed guests' expectations in accommodation, amenities and personal attention.

As a select group of luxury style properties with a definite European flair, each Sutton Place Hotel is carefully selected for proximity to the business, financial and entertainment centers in each city that we are located. This includes Chicago, Edmonton, Newport Beach, Toronto and Vancouver.

RESULTS at a Glance

- 1 Within 3 weeks of the website launch, both www.vancouver.suttonplace.com and www.suttonplace.com appeared in key placements in the 3 major search engines: Google, Yahoo! and MSN.
- 2 Website visitors have increased four-fold within 2 months of the website relaunches. The number of unique and repeat visitors has been increasing steadily.

READ MORE and see **HOW** we did it...

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:: OBJECTIVE

The Sutton Place Hotels wanted to:

- Generate sales leads
- Increase online bookings
- Increase return on investment
- Increase qualified and relevant website traffic
- Increase number of unique and repeat visitors
- Increase local, national and international awareness
- Increase in competition from other companies
- Save on advertising costs
- Market 24/7

:: STRATEGY

Search engine services provided by 4AM Group:

- Research & Analysis
- Keyword List Development
- Tag Optimization
- Copy Editing
- Web Analytics
- Monthly Maintenance Package
- Interim Pay-Per-Click Campaign

:: APPROACH

4AM Group implemented a two-phased strategy for the natural search engine optimization of the Vancouver hotel website and corporate website. Please note that The Sutton Place Hotels Group has recently engaged 4AM Group to optimize the Toronto, Edmonton and Chicago hotel websites.

Phase 1 – Research, Analysis and Keyword List

- 4AM Group developed a competitor research plan for The Sutton Place Hotels. Competitor search engine strategies including text copy, tags and sitemaps were analyzed to consolidate a list of keywords. The hotel/travel industry is very competitive online, and therefore, the consolidated keyword list was important in generating relevant and qualified leads to the website.

Phase 2 – Optimization and Implementation

- The second phase involved the natural optimization of all website pages. The process involved the re-optimization of page tags (including title, meta and alt tags) as well as the optimization of copy for 5 website pages. A sitemap page was added to ensure that the search engine spiders would crawl the entire website. In addition, a links page was developed to allow for in-house cross-linking strategies.
- The Vancouver hotel and corporate websites were submitted to search engines for a period of 3 months. 4AM Group facilitated the submission of both sites to paid listings including Yahoo! Directory and MSN bCentral.
- 4AM Group provided detailed search engine ranking reports for The Sutton Place Hotels. The reports assisted in maintaining the major search engine rankings.
- 4AM Group also integrated website analytics and prepared reports on a monthly basis in order to gauge the success of the campaigns.

READ MORE about RESULTS and details...

:: RESULTS

The Sutton Place Hotels Group is satisfied with the results generated through the natural search engine optimization strategy. Within 3 weeks of the website launch, both www.vancouver.suttonplace.com and www.suttonplace.com appeared in key placements in the 3 major search engines: Google, Yahoo! and MSN. Website visitors have increased four-fold within 2 months of the website relaunches. The number of unique and repeat visitors has been increasing steadily.

The search engine strategy has generated highly relevant traffic to the two websites that has resulted in a steady increase in online bookings and inquiries. This has increased their return on investment and saved them on direct marketing advertising costs.

Due to the success of the Vancouver hotel and corporate website search engine strategies, The Sutton Place Hotels Group has recently engaged 4AM Group to optimize the Toronto, Edmonton and Chicago hotel websites. As The Sutton Place Hotels Group transitions itself from direct and print marketing to online and digital marketing campaigns, 4AM Group is well positioned to become their main marketing partner.

:: EFFECT ON BUSINESS

Results based on original objectives:

- Generated thousands of sales leads through the first 6 months
- Increase in online bookings
- Great return on investment
- Significant increase in qualified traffic to websites
- Four-fold increase in unique visitors within 2 months
- Significant increase national interest
- Savings in marketing costs
- 24/7 marketing and online bookings on the internet

:: SEARCH ENGINE RANKINGS

results at May 25, 2005

search word *"Vancouver hotel"*

GOOGLE	#3 FIRST PAGE
YAHOO	#6 FIRST PAGE
MSN	#2 FIRST PAGE
ASK JEEVES	#3 FIRST PAGE
AOL	#6 FIRST PAGE

search word *"Vancouver luxury hotel"*

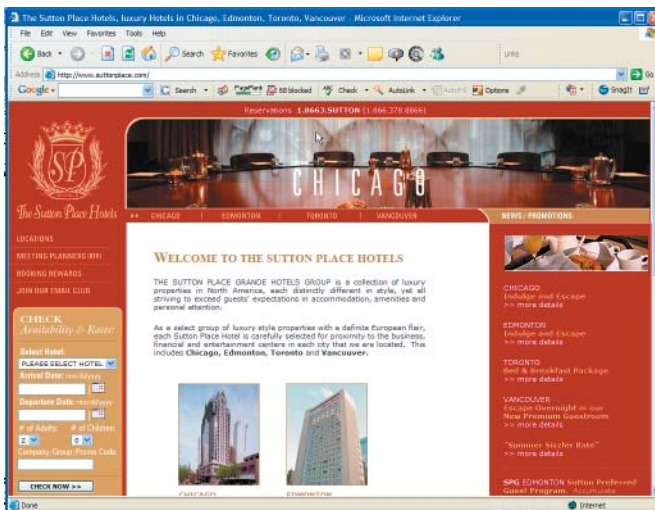
GOOGLE	#1 FIRST PAGE
YAHOO	#3 FIRST PAGE
MSN	#2 FIRST PAGE
ASK JEEVES	#1 FIRST PAGE
AOL	#1 FIRST PAGE

search word *"Sutton Place"*

GOOGLE	#1 FIRST PAGE
YAHOO	#1 FIRST PAGE
MSN	#1 FIRST PAGE
ASK JEEVES	#1 FIRST PAGE
AOL	#1 FIRST PAGE

SCREENSHOTS

www.suttonplace.com



www.vancouver.suttonplace.com



OUR STORY

4AM Group develops businesses, concepts and tools that are designed to bring people together, providing the resources to do greater things. 4AM Group understands how the value of authentic relationships truly affects the performance and growth of every organization. **Think of 4AM as igniting the spark.**

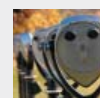
Originating in digital technologies, the specific skill of 4AM rests with understanding the complexity of different organizations and the many different needs for creating great relationships. Unlike the cliché approach to relationships that grace almost every company's "mission statement", 4AM understands how the value of authentic relationships truly affects the performance and growth of every organization.

4AM SERVICES



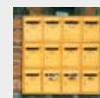
DRIVE MORE BUSINESS

SOLUTION : WEB DESIGN & ECOMMERCE



GET GOOGLE'D GUARANTEED

SOLUTION : SEARCH ENGINE OPTIMIZATION



BUILD MORE LOYALTY

SOLUTION : EMAIL MARKETING



ENGAGE MORE CUSTOMERS

SOLUTION : INTERACTIVE MEDIA

**GET 4AM TO WORK FOR YOU AND GET RESULTS GUARANTEED
CALL 1.877.426.8811 OR GO ONLINE WWW.4AM.CA FOR MORE CASE STUDIES**