

Aqua Hotels Uses SEO 2.0 to Increase Bookings During Economic Downturn



About Aqua Hotels

Aqua Hotels & Resorts is a full-service hotel management company founded in 2001 by Hawaii hotelier Michael V. Paulin.

The company includes a growing collection of full-service resorts which offer excellent service and classic accommodations in 16 unique, world-class properties on the Hawaiian Islands of Oahu, Maui, Kauai and Molokai.

In 2007, 2008 and 2009, Aqua was selected as a 'Fastest 50' Hawaii Company by Pacific Business News. In September 2008, Aqua became Hawaii's first employee-owned hotel company.

“The Search Engine Marketing Programs run by Relevant Searches have consistently achieved the highest ROI of any search marketing initiatives we've ever done.”

Amber Watt, Director of Internet Strategy

The Business Challenge

Similar to most hospitality companies around the world, Aqua was affected by the worldwide recession in 2008. The company was confident that it offered the best hospitality service and value in Hawaii, but how could it reach hard-hit consumers with its message?

Aqua needed a new marketing strategy to dramatically increase brand awareness with travelers across the globe that were planning trips to Hawaii and convert them into paying guests at one of its 16 properties.

“The unique ability to manage our online marketing campaigns by individual web page has given us a level of control and profitability not possible with other search marketing programs.”

Amber Watt, Director of Internet Strategy



The Solution

Aqua's Director of Internet Strategy, Amber Watt, decided that a search marketing campaign was the best strategy to find travelers who were actively searching for high-value in luxury travel.

Watt evaluated a number of Search Engine Marketing firms and found that Relevant Searches had a track record of positive results for clients, exceptionally strong customer service and detailed online reporting.

After a collaborative development process with Watt, Relevant Searches began a pay-per-click advertising program for Aqua through the Yahoo! Search Submit Pro program. Relevant Searches' professional writers crafted customized listings that would appeal to travelers who were evaluating Hawaiian destinations as well as those comparing resorts around the world for their dream vacation. The program included:

- **Keyword Identification and Testing** – Discovery of highly enriched keywords and key combinations that produce superior rankings and click-through rates.
- **Customized Creative Development** – Gives marketers control over messaging in search results through hand-written titles and descriptions.
- **Conversion Tracking and Optimization** – Constant ROI optimization through feed enrichment, message refinement and trimming poor performing web pages. Enforcement of campaign business rules for any web page, traffic volume and/or ROI. Up-to-the-minute access to clicks, costs.
- **Daily Feed Updates** - Updated daily to reflect current inventory and pricing - directly into search engines.
- **Real-time Reporting** – Up-to-the-minute access to clicks, costs and conversions for each web page.
- **Daily Optimization** - Improvement and/or removal of under-performing web pages and campaigns.

Results

Since Relevant Searches has been managing Aqua's Yahoo! Search Submit Pro campaign, the company has seen a tremendous rise in reservations and web traffic overall.

The program has increased click-through rates, improved search rankings and maximized conversions. Aqua has been able to increase their visibility for broader search terms and out-performed competitors on specific queries.

“Relevant Searches’ guidance, attention to detail and accessibility has helped us immensely during these historic challenges that the Hawaii hospitality industry has faced this past year,” added Amber Watt. “Working with Relevant Searches has had a positive impact on both our revenue and brand.”

“We saw results in less than two weeks.”

Amber Watt, Director of Internet Strategy

About Relevant Searches

Relevant Searches is a Search Engine Marketing firm pioneering Search Engine Optimization 2.0. The company offers unique SEO services that put marketers in control of organic search campaign profitability and traffic volume by individual web page.

Relevant Searches' patented Smart Feed™ platform delivers up-to-date, rich search listings that are understandable at a glance.

Interactive marketers significantly improve conversions and search rankings through a combination of professionally hand-crafted listings with deep links and web pages submitted to popular search engines on a daily basis. For more information, visit www.relevantsearches.com.