

Background

Euro Hostels offers budget accommodation to business and leisure travellers in Edinburgh, Glasgow and Leeds. The client is a well-known hostel operator, offering cheap, clean, comfortable, safe and fun accommodation. Founded in 1999, Euro Hostels strives to bridge the gap in quality and service between traditional backpacker hostels and standard budget hotels.

In 2003, Euro Hostels recognised that they were not capitalising on their internet investments and engaged Occupancy marketing to develop their Web site.

Our Services

Consultancy – A specification for a new Web site was created and suppliers sourced to build the site using a Content Management System (CMS). The CMS provided Euro Hostels with a fast and efficient system for managing their Web site which is essential for capitalising on search engine traffic for festivals and events in the locality.

Domain Name Management – Euro Hostels domains were not configured in the optimal way for search engines. Our recommended approach was implemented.

Internet Marketing – Based on Occupancy Marketing's keyword research and search engine optimisation, the content of the website was increased and optimised. This is an on-going process.

Web site Link Acquisition – As part of the optimisation process, Occupancy Marketing identified appropriate affiliate Web site links, including reputable associations/partners from across the world.

SEO Copywriting – Closely working with the Euro Hostels content team to make the Web site text more visually aesthetic to search engines and most importantly, to online visitors.

Keyword Research – The aims of this research is to corroborate a list of most commonly typed search phrases in relation to the client's service specifications.

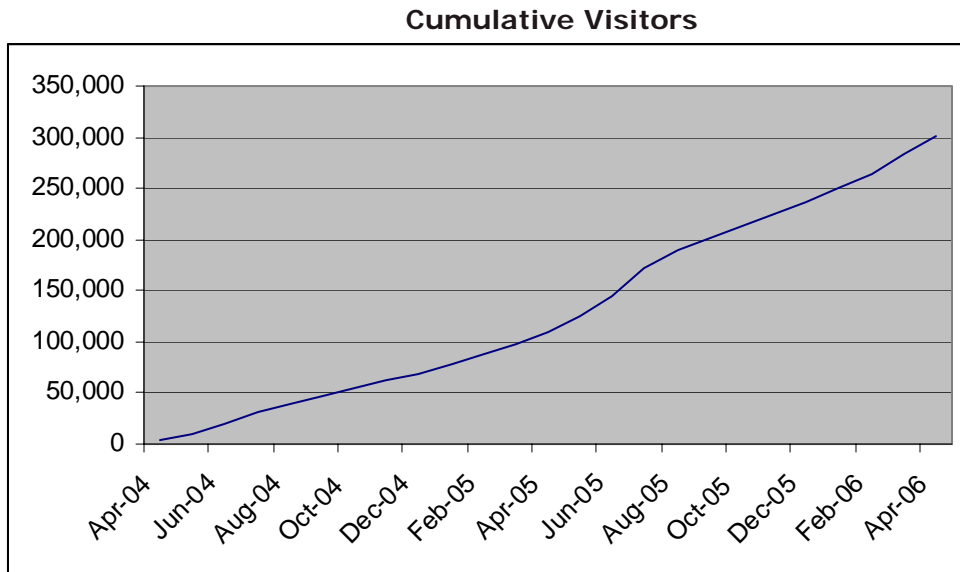
European Search Engine Optimisation – Given the 'International' nature of the hostel market, Occupancy Marketing recommended the implementation of locally translated language pages. In 2005, Occupancy Marketing added European Optimised landing pages. The Web site now has pages translated in French, German, Italian, Spanish and Swedish.

Pay per Click (PPC) Strategy – A PPC campaign was launched to drive online bookings. Keywords were carefully selected on the basis of their relevancy and cost effectiveness.

Results

Since working with Occupancy Marketing, Euro Hostels has witnessed dramatic improvements in search engine rankings, visitor traffic and most importantly, online bookings!

The number of visitors to the site continues to expand due to managing content and improving search engine optimisation.



Summary

- The site now includes translated pages in French, German, Italian, Spanish and Swedish.
- Visitor traffic has increased by over 200,000 people in the past year.
- A consistently growing online sales channel which now accounts for 30% of total accommodation revenue.