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## Case Study – The Town House Company

### Background

The Town House Company is a well-established luxury hotel group, specialising in the premium end of the market. The group currently owns four luxury hotels, with each hotel respectively attracting a wide variety of clientele.

Occupancy Marketing has been assisting the Town House Company with its internet activities since September 2002. Prior to this, the luxury hotel group was in the process of commencing the redevelopment of its four existing websites, refreshing both the design and technology. The client engaged the services of Occupancy Marketing after identifying the importance of seeking professional advice during the re-design stage. It is a common occurrence for websites to be designed for aesthetics without due consideration to performance, an area that Occupancy Marketing takes very seriously.

### Our Services

#### Initial Engagement

An e-commerce team comprising of key personnel from Occupancy Marketing and the Town House Company was formed. Occupancy Marketing was responsible for establishing the goals of the project and creating a process to measure return on investment. A scope of work and contract was then developed.

#### Implementation Phase

The implementation phase involved a number of logical steps.

##### Creating a Platform

- A system was implemented to measure results from the project.
- A period of “discovery” allowed an understanding of the market sectors that the client viewed as its target audience.
- The group’s properties were visited and the positioning of the businesses was considered.
- Based on our recommendations, the client incorporated the use of an innovative new content management system, which created a great deal of flexibility in the changing and updating of site content.
- Domain names were purchased to ensure the client owned the .co.uk and .com alias of each respective property.



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- The web site statistics package was replaced by an improved package, offering a more advanced analytical tool to measure results.
  - Changes were made to the design and navigation of the website to make the site easier to navigate from a user's perspective and more importantly, a site that is easier for search engines to find and index.
  - A report and presentation on the initial findings was prepared.

### Optimising the Site

After having outlined the project plan, including defining the roles and responsibilities of those involved, the process of optimising the websites then took place.

- Keywords were analysed and identified that would create the most effective results for the business.
- The keywords were integrated into the site to generate traffic for each particular page.
- Changes were required to the coding to enhance the attractiveness of the website to search engines.
- A link analysis was conducted on similar business in the industry to determine the most effective way to boost the link popularity of the new websites.
- The site was manually registered with the main search engines.
- The site was manually registered with Directories such as Yahoo and Google.
- New affiliates, links and media partners identified from the link analysis were signed up and reciprocal links were sought with complimentary businesses.
- The "holding company" website was totally re-designed with the focus changed to become a travel and tourism portal for the surrounding area. The new portal website was designed to drive traffic and business to the individual hotels as opposed to support the individual hotels.

### Internet Marketing

With the site now effectively registered with search engines and optimised, emphasis could now be placed on using the site to promote the business and manage occupancy.

- Short break and weekend break packages, previously sold via traditional marketing methods were included on the website.
- An e-mail capture tool was incorporated to allow users to register for special offers and weekend breaks, reducing the clients marketing cost over sending via "snail mail".



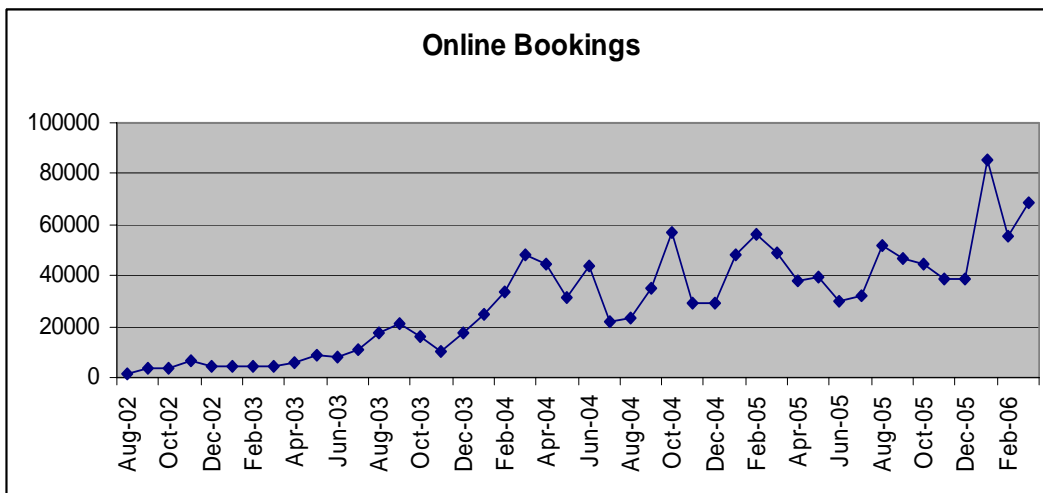
## The Results

The results have been dramatic. The client has benefited from a significant boost in traffic from new users (unique visitors). The majority of traffic has been from customers that have previously been unaware of the hotels. The Town House Company now achieves a prominent position for its four hotels, with all the major search engines on the keywords developed for the business. These results are via organic search results and exclude paid search (PPC).



Since the engagement of Occupancy Marketing in February 2003, unique users have increased by 697%.

More importantly, the design changes and the improvements made to navigation increased online bookings by 4,580% (45 times).





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Since working with Occupancy Marketing, The Town House Company has won a number of industry awards for its application of marketing and technology in the hospitality industry.

## **Summary**

Over the duration of the project, the client achieved the following:

- 697% increase in Internet traffic
- 4,580% increase in online bookings
- Higher return on investment than achieved via other traditional forms of advertising
- A lucrative and growing online sales channel