**BACKGROUND**

Opened in 1899 as ‘The Great Central Hotel’, The Landmark London is a five-star hotel located on Marylebone Road in central London. It was the last Victorian rail hotel built during ‘the golden age of steam.’

Today it is one of the capital’s leading luxury hotels. It has beautiful suites and guest rooms, as well as conference facilities, restaurants and a spa and health club. It is a popular wedding venue, and it is also open to non-residents who come to sample its award-winning afternoon tea.

**HOW WE COULD HELP**

The Landmark came to us in October 2012. Traditionally, most of the hotel’s revenue came from direct traffic, whereby customers already knew about the hotel and wanted to stay specifically at the hotel, rather than completing a transaction after comparing similar hotels via a search engine. However, it wanted to increase its visibility in search engines for generic keywords, such as ‘five star hotels in London.’

**WHAT WE DECIDED TO DO**

Therefore, we developed an organic search campaign that targeted such generic key terms in the hope that The Landmark’s website would appear in search engine results pages (SERPs). We wanted to see an increase in traffic and, although the hotel will still predominately get most of its transactions from direct traffic, an increase in transactions from organic search traffic is also something we hoped to see.

We would also monitor The Landmark’s competitors to see how they ranked in comparison for specific keywords.
WE HAVE SEEN GREAT RESULTS

Organic traffic to the Landmark site (excluding brand key terms) for October-November 2012 had increased by 138% compared to the same period the previous year. We were able to optimise 112 keywords that weren’t getting traffic previously, and we’ve seen that over 50% of Landmark’s keywords have increased in ranking.

We can also see some significant increases in various metrics across a 12 month period. Below we’ve compared figured from April 2012 to April 2013:

**COUNTY CAMPAIGN**
(Targets industry keywords searched for alongside a particular county)

- **Overall Traffic:** 33.4% Increase
- **Mobile Traffic:** 84.4% Increase
- **Organic Keywords Used:** 29.7% Increase
- **Mobile Revenue:** 72.8% Increase

And, as we’d hope, our organic search work has impacted positively on Landmark’s revenue from online sales and transactions:

- **Revenue Increase:** 45.2%
- **Transactions Increase:** 28%

*Let’s begin to lay the foundations of your next digital project.*