



## **PAGE TRAFFIC**

### **Airways Hotel's Case Study**

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## Case Study 2: Airways Hotel



Airways Hotel

(<http://www.airways-hotel.com>)

### Client Testimonial:

"As a small independent hotel in central London, Search Engine Optimisation (SEO) was a crucial marketing strategy. Having searched the internet (naturally!) for a person who would guarantee excellent positioning on Google at a reasonable cost, I came upon Navneet and his company Page Traffic. This was two years ago and I haven't looked back since. Navneet and his team have provided excellent and expeditious service throughout. Infact, i have now committed a couple of additional projects to Navneet, one of which being the SEO for our newest hotel in Swansea, Wales. I, therefore, have no hesitation in recommending Navneet and his team for any SEO or webdesigning work."

Hanif Somani

Airways Hotel

### Situation:

The Airways Hotel, located in central London, is a Bed and Breakfast hotel. They provide comfortable accommodation to their guests at affordable prices. The hotel is close to the major landmarks of London city. The locational advantages of the hotel coupled with its affordable pricing are the attractions of Airways Hotel.

The hotel decided to get its website search engine optimized (SEO) as this would be the best way to market its services and attract more bookings online. In their quest for an efficient Search Engine Optimization company, they hit upon Page Traffic. With the objective of increasing sales online, they signed up Page Traffic in July 2001.

### Challenges:

The intent behind the Search Engine Optimization campaign launched by Airways Hotel was the desire of the management to place their site at the top of search engine results for major keywords pertaining to their industry. The two main sets of keywords were:

Bed and Breakfast London

Budget hotel London

Added to this was the aspiration to have more sign ups through their website. The biggest challenge for our copyeditors was the fact that their site had too few pages.



They had approached us after having an unsatisfactory experience with another Search Engine Optimization company. The first company was not responding to their needs and hence hiring another company was an exigency.

### Solution:

Page Traffic SEO experts optimized their website for high ranks for these two keywords. As the list of keywords grew, the site



required to be revised to keep it on top. Our Search Engine Optimization copyeditors also optimized the content for the site. Page Traffic acquired a high placement for Airways Hotel in the first page of the Google SERP (Search Engine Result Page). With the use of on the page optimization and off the page factors like link building, Page Traffic was able to get the site of Airways Hotel a high rank in the major search engines including Google and Yahoo. Since then Airways hotel has received unprecedented traffic and their sign ups through their site increased by 35%.

Being impressed with the results of the SEO campaign, they offered us the contract to design their site as well. Airways hotel has not had to look back ever since.

Results:

Page Traffic assisted Airways Hotel secure the following results:

Top Rankings in Google SERP

Unprecedented traffic

35% increase in online sign ups

Keywords	Search Engine		
	<u>Google</u>	<u>Yahoo</u>	<u>MSN</u>
Bed & Breakfast Hotel	5	13	11
Bed and Breakfasts in London	2	4	3
Budget Hotel London	7	5	9
Hotel London	1	4	5
Central Hotel London	3	16	2

[Updated rank report available on request.](#)