

Case Study: B & B of Savannah



“VIZERGY created a beautiful, user-friendly and effective Web site for our properties that has dramatically increased our reservations and return on investment through highly successful search engine strategies and powerful calls to action.”

Cindy Roberts | Corporate Director of Sales & Marketing
HLC Hotels, Inc. / Bed and Breakfasts of Savannah

BED and BREAKFASTS
of SAVANNAH.com

Bed & Breakfasts of Savannah – Award-winning hotels in Savannah’s historic district

www.bedandbreakfastsofsavannah.com

Case Study Synopsis:

Profile

A group of six award-winning, luxury, bed and breakfast hotels in historic Savannah, GA

Recommendations

- Web Site Design
- Pay-Per-Click
- Search Engine Optimization

Results

- Total of 6,900 reservations
- PPC Total Revenue - \$250,967
- SEO Total Revenue (for Bed & Breakfasts of Savannah domain only) - \$275,605
- Total amount transacted - \$3,084,771

Challenge

Bed and Breakfasts of Savannah is a collection of award-winning inns in the heart of Savannah’s famous Historic District. Each of the six inns, built in the mid-1800s, has been meticulously restored and renovated. The inns needed more effective Internet marketing efforts including a Web site to better attract prime audiences – discerning tourists, business travelers, wedding parties, corporate groups and organization meetings. The site needed to convey the nature of the six locations in the heart of the historic district, their elegant amenities and outstanding customer service, to effectively set the Bed & Breakfasts of Savannah apart from the competition.

Solution

Vizergy created an attractive, functional and user-friendly Web site while keeping search engines as a top priority to generate revenue and group and meeting leads. The new site includes an impressive portfolio of beautiful photography combined with flash offering a preview of each area with fewer clicks to help the user arrive at the desired location. In addition, the site’s advanced photo gallery and integrated custom Google mapping feature initiate strong calls to action resulting in increased reservations.

Results

During 2007, the properties secured a total of 6,900 reservations from the Web site. For comparison, during the same time period in 2006, the properties secured a total of 5,605 reservations.