



“Planters Inn, Charleston SC, a member of the prestigious Relais & Chateaux, has been very pleased with our association with VIZERGY. We searched for a source to help us design a state-of-the-art Web site and for a booking engine to help us increase our sales and marketing to increase our Internet exposure. The results have been fantastic. From the diagnostic reports and continued support of the VIZERGY staff, we have learned a great deal in the last year. We are very happy with the look and production of our Web site and its exposure.”

Bradley Dickerson | Manager
Planters Inn

Planters Inn – Luxury Boutique hotel in historic Charleston, South Carolina

www.plantersinn.com

Case Study Synopsis:

Profile

Luxury, boutique hotel located in Charleston’s historic district

Recommendations

- Web Site Design
- Search Engine Optimization
- Pay Per Click
- E-mail Marketing Campaign

Results

- Average 2007 Pay-Per-Click ROI – 24:1
- January 2008 Pay-Per-Click ROI - 73:1
- Search Engine Visibility – Top 30 – Increased from 46.77% to 61.90%; Top 10 – Increased from 39.78% to 43.92%
- 2007 Total Revenue – \$1,125,472
- January 2008 Web Revenue – \$173,093

Challenge

Planters Inn is a luxury boutique hotel located in the historic district of Charleston, South Carolina with 64 unique and exquisitely restored rooms. The inn offers some of Charleston’s most desired accommodations, with traditional appointments and modern conveniences. The Planters Inn’s four-star Peninsula Grill has been named “Charleston’s Best Restaurant” for the past nine consecutive years. VIZERGY’s goal was to increase the online marketing effort for Planters Inn by developing a sophisticated, dynamic Web site design. The primary purpose of the site is to increase visibility and attract more of its primary audiences including wedding parties; corporate groups; and discerning travelers seeking fine dining and luxurious amenities in a beautiful historic setting. The Web site also needed to improve search engine rankings for the property for optimal profitability.

Solution

VIZERGY established an attractive, functional and user-friendly Web site for Planters Inn and kept search engines as the primary focus to ensure maximum revenue and lead generation. This process helped the property gain visibility and capture through a proprietary Web site that depicts the sophisticated, luxury bed and breakfast in a consumer-friendly environment.

Results

During 2007, Planters Inn had an average Pay-Per-Click ROI of 24:1. In January 2008, its Pay-Per-Click ROI was 73:1.

In search engine visibility, the top 30 placement for the site increased from 46.77% to 61.90% with top 10 placement increasing from 39.78% to 43.92%.

In 2007, Planters Inn had total revenue of \$1,125,472. Explosive growth has continued into January 2008.