

## Case Study: Resort



**“VIZERGY has helped boost our brand exposure with their state-of-the-art Internet marketing technology and constant research, resulting in qualified online traffic to our booking engine. The most important element has been their team’s amazing response speed and commitment. We look forward to a long relationship with VIZERGY!”**

Andres Nieto | E-Commerce & Internet  
Marketing Manager  
Paraiso de la Bonita Resort

## Paraiso de la Bonita Resort

### Case Study Synopsis:

#### Profile

Five-star resort and spa located in Riviera Maya, Mexico

#### Recommendations

- Total Solutions Package – To improve overall visibility and brand exposure

#### Results

- 2007 SEO Revenue - \$963,215; 2007 Total Sessions – 116,590
- January 2008 SEO Revenue - \$201,029; January 2008 Total Sessions – 13,998
- 2007 Visibility: Targeted Keywords (latest run) – 177; Top 10 listings increased from 72 to 95; Top 30 listings increased from 86 to 116

#### Challenge

Located in beautiful Riviera Maya, Mexico, Paraiso de la Bonita is an exclusive, luxury property that wanted to increase overall awareness among its target market segment – affluent leisure guests. Basically, the challenge was two-fold: to generate increased awareness of the resort while successfully reaching consumers most likely to book reservations. The resort’s online presence needed significant improvement with target marketing strategies to specifically reach potential guests and to remain competitive.

#### Solution

To best assist Paraiso de la Bonita in meeting their challenge, VIZERGY recommended a Total Solutions package. Optimized site content, a pay-per-click campaign, user-friendly navigation and the Internet booking engine were included in the package. In addition, analysis of ongoing visibility was conducted to measure the success of VIZERGY’s efforts.

#### Results

With the VIZERGY Total Solutions Package, Paraiso de la Bonita Resort realized revenue of \$963,215 from SEO in 2007. There were 116,590 total sessions in 2007.

In terms of 2007 visibility, the resort had 177 targeted keywords (latest run). Top 10 listings increased from 72 to 95 during 2007 and top 30 listings increased from 86 to 116.

Currently, 2008 is off to an impressive start with January SEO revenue of \$201,029 and 13,998 total sessions during the month.