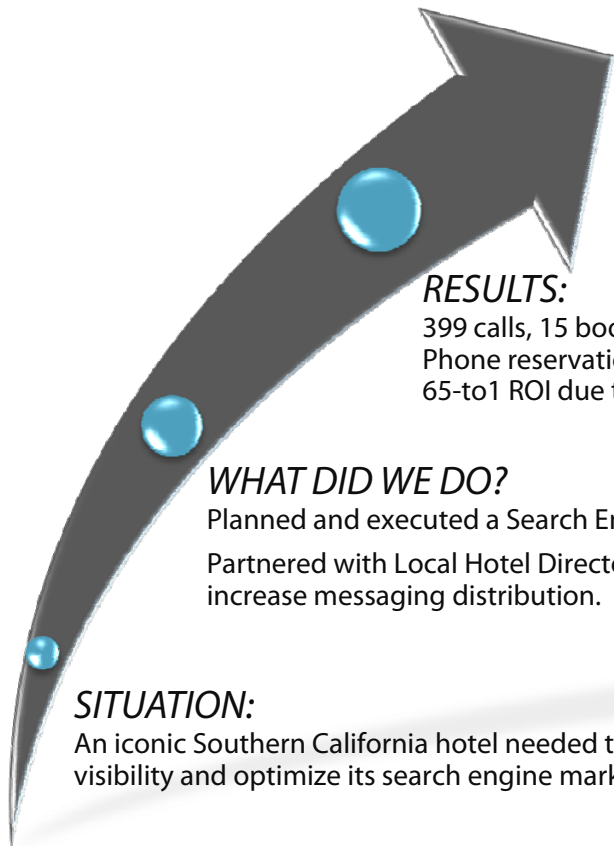


## A Southern California Hotel Sees a rise in Revenue and Visibility after implementing Local Hotel Directory.



### *RESULTS:*

399 calls, 15 bookings and 68 inquires  
Phone reservations rose to a 3.76% conversion rate  
65-to1 ROI due to increased visibility and conversion

### *WHAT DID WE DO?*

Planned and executed a Search Engine Optimization program  
Partnered with Local Hotel Directory to develop consistent messaging and increase messaging distribution.

### *SITUATION:*

An iconic Southern California hotel needed to increase online visibility and optimize its search engine marketing initiatives

## A Southern California Property Sees a rise in Revenue and Visibility after implementing Local Hotel Directory.

### *What Was the Situation?*

This hotel is a well known icon in Southern California, but its reputation didn't translate to search engine marketing. While the local area knew the Sunset Marquis as THE destination for the elite to escape, the outside world had little experience with the hotel. They needed to optimize their online presence and increase their online market share. GCommerce was tasked to do just that, increase online visibility and optimize the hotel's search engine marketing initiatives.

### *What Did We Do?*

GCommerce began by creating an abundant amount of exposure through search marketing and search engine optimization, thereby driving very qualified traffic to the Sunset Marquis website. To accomplish the specific objectives, GCommerce partnered with Local Hotel Directory, a specialized product for local search marketing, to develop consistent messaging and increase messaging distribution. Local Hotel Directory's network includes high trafficked directories such as Google Places and Yahoo Places. The Local Hotel Directory program also provided a unique 800 number which allows for conversion tracking.

### *Results*

- **399 calls, 15 bookings and 68 inquires**
- **Phone reservations rose to a 3.76% conversion rate**
- **65-to1 ROI due to increased visibility and conversion**

GCommerce continues to bring strategy and initiatives to all stakeholders to support their focus on being an experiential hotel, and to define their market position and grow online revenues.