


Search marketing case study: Wight Locations





WIGHT
LOCATIONS

Wight Locations has been serving the cottage holiday market on the Isle of Wight for over 10 years, offering a wide range of quality cottages and homes in both coastal and rural locations.

Objectives

Wight Locations had the following objectives:

- Increase online visibility
- Increase traffic to the website
- Increase the volume of bookings being made through the website

Challenges

PPC challenges

- Very competitive industry combined with modest AdWords budget
- New website (launched after our campaign started) that didn't convert as well as the previous website
- eCommerce tracking issues

SEO challenges

- Several technical problems with the website
- Website changed from http to https therefore tracking was no longer in sync
- Calendar on the blog pages was creating thousands of URLs that we didn't need

SEO Solution

Apollo helped us fix and discover

On the SEO front, we used our prescriptive marketing software Apollo to:

- Fix technical issues such as poor and duplicated meta data, ensuring that all cottages had unique titles based on name and location
- Fix tracking and calendar issues
- Discover new landing page opportunities such as 'pet-friendly' and 'Isle of Wight'
- Identify key themes and content gaps where we could achieve quick visibility gains
- Make suggestions for area guides

We also put appropriate redirects in place and fully optimised the new website.

PPC Solution

Reduce waste and increase quality

Whilst the SEO team was increasing visibility of the website, the PPC team worked alongside them to:

- Refine the search terms to reduce wasted spend in the account (this was done monthly as a priority due to the competitive market and modest budget)
- Implement new Google features, such as 'structured snippets extensions', to improve traffic quality and increase conversions
- Identify booming niche markets within the holiday sector such as pet owners

We established quarterly meetings and goal setting for the entire marketing efforts so that Wight Location's objectives were clear and forefront of mind at all times.

This is what happened >>



62%

increase in search visibility

Jan '15 vs. Jan '16



27%

increase in traffic to the website
from search

Jan '15 vs. Jan '16



47%

increase in transactions from
search

Jan '15 vs. Jan '16



50%

increase in revenue from search

Jan '15 vs. Jan '16

Happy Customer 😊

“ We have worked with Vertical Leap for a number of years and have always been very pleased with the results they achieve on our campaigns. Vertical Leap is delivering great results, possibly the best we have seen and I have no problem in recommending them to other businesses.

”

Mark Curtis
Managing Director
Wight Locations

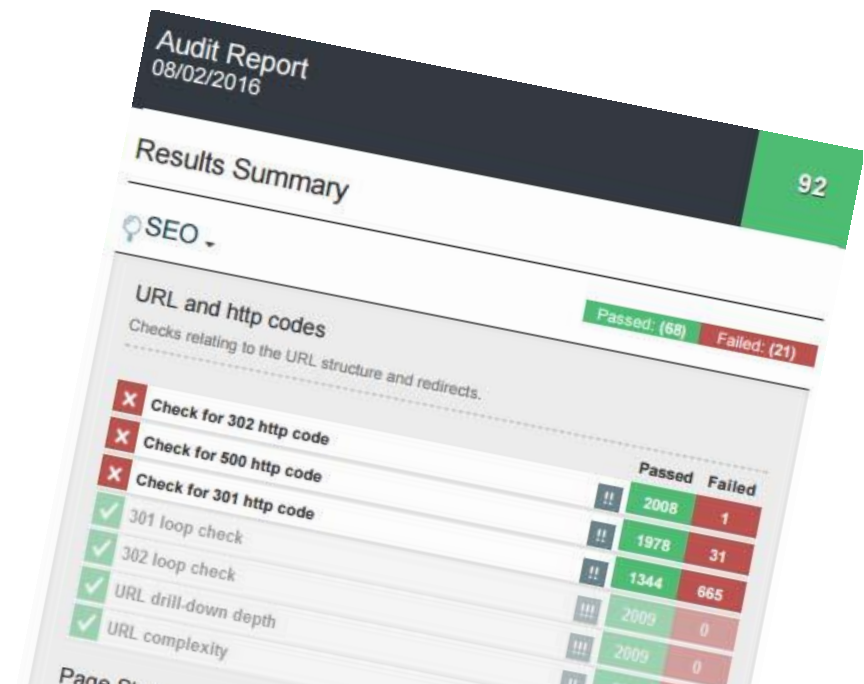
Apollo helps us achieve these results

If you're not getting the results you want from your website, it may be harbouring technical problems.

Using Apollo, we can identify:

- Every technical SEO problem across your entire site
- A prioritised list of fixes that will have the biggest and quickest impact on your site
- A list of 'boost' opportunities where you can increase visibility and conversions

This means we know precisely where to focus our efforts to get the most effective results for your budget.



Last completed	
Top Priority Audit Issues	04/02/2016
Description: A list of the most current audit results in order of priority for making changes	
Result Summary: The latest 87 audit results have been ordered in priority order. Here are the top 10.	
Click here for the full results	
Potentially low-quality backlinks	05/02/2016
Words with limited visibility (Boost Opportunities)	05/02/2016
Inbound link redirect recommendations	05/02/2016

Our search marketing services

We have large specialist teams of SEO and PPC practitioners, many of whom are renowned in their niche fields. We are a **Google Premier Partner** and all of our PPC experts are AdWords qualified. We are continually pioneering new techniques in search marketing to ensure that we remain at the forefront of our fast-paced industry.

SEO

Our unique Fix•Boost•Fill approach addresses any technical issues with your site, then increases its visibility in the search engines:

1. **Fix** what's broken
2. **Boost** under-performing areas
3. **Fill** content gaps to create new visibility

[Watch our explainer video](#)

PPC

We apply a two-pronged methodology to PPC:

1. **Search:** Our AdWords specialists ensure you connect with prospects in buying mode.
2. **Discovery:** Our social media advertising specialists get you in front of prospects that aren't necessarily searching for you.

[Find out more](#)



Want great search marketing results like these?

Contact our specialists today on:

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[@VerticalLeap](#)



www.vertical-leap.uk