



Hotel Kodai International

KODAIKANAL-SOUTH INDIA



Hotel Kodai International - SEO Case study

About the Project:

Hotel Kodai International is one of the leading tourist resorts in Kodaikanal, India. It is the prominent choice for travelers, holiday planners, couples, and families. They offer affordable tour packages, restaurant, golf club, fitness centers and other facilities to provide a tourist-friendly environment.

Skill Set Used:

Search Engine Optimization – Competitor analysis, business listing, Google analytics, keyword optimization, and website code optimization.

Situation:

The major objective of Hotel Kodai International is to improve the conversions on their website. Our biggest challenge is to improve local SEO that shows up the website when the customers search for the resort or hotel in Kodaikanal. We faced the difficulty in improving the organic traffic that triggers the targeted audience and increases the page ranking for frequently used search terms.

Solution:

The customer's search for resorts will be local tourists, holiday planners, and families. Most of their searches will be made on the mobile devices; to make the website to stand out in SERP (search engine results page), we focus on Local SEO that uses the major ranking factors including company name, address, Phone number, and customer reviews that help to get ranked in the carousel.

We analyzed the website and set up the Google analytics, webmaster tool, robot.txt and XML sitemap. Our SEO team monitors the industrial relevant competitors to identify new opportunities. Our keyword research builds the location-based and business-specific keywords using effective tools like Google keyword planner.

We included Meta tags, description and keywords into the website and optimized H1 tag, ALT tag, and canonical tag. We promptly removed 404 redirects and optimized the website speed.

To improve the website performance, we create quality backlinks through social bookmarking, directory submission, classified submission, business listing, URL submission, blog commenting and others that improve the search rankings.

Result:



KEYWORDS	After SEO	Before SEO
http://www.kodaiinternational.com/	Google.co.in	Google.co.in
International Hotels in South India	1	38
Luxury Hotel in Kodaikanal	5	11
Hotels in Kodaikanal	8	40
Resort in Kodaikanal	9	55
Hotel in Kodaikanal	10	45