



Hotel CAG Pride - SEO Case Study

About the Project:

CAG Pride is one of the supreme hotels in Coimbatore, India. They are known for the best hospitality, indoor facilities, quality services and friendly environment. CAG Pride is an ISO 9001:2000 certified company and accredited by the Dutch council for their genuine hospitality and services. They provide affordable rooms and banquets for business visitors and families.

Skill Sets used:

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

Social Media Optimization – Facebook, Google Plus, LinkedIn and Instagram

Situation:

The prime objective of CAG Pride is to achieve more sales from organic search rankings. We analyzed the site and found the reductions in the ranking of targeted keywords and the total pages indexed on the website.

To improve the ranking, we planned to optimize the website without making major changes to it. As restaurant or hotel websites will be largely searched by local audience, we focused on local search rankings to build brand awareness among the targeted audience.

Solution:

The targeted audiences of CAG Pride are business visitors and tourists; to draw their attention, we analyzed the keywords frequently used by the customers. We used Google Analytics, Google keyword planner, and webmaster for the best keyword suggestions and set up the tools on their websites. We analyzed more competitors for driving new ideas in optimizing their website.

We build the strong Meta title, Meta description, and keywords for the website and optimized the H1 tag, canonical tag, alt tag, image tag based on the keywords. We created automatic feeds on the website and keep the site updated with latest feeds to improve site credibility.

Since backlinks play a major role in page ranking, we involved in URL submission, social bookmarking, classified submission, business listing, local web directories submission, and RSS feed submission to build quality links. We also promoted the website in social media by using SMO strategy to draw new audiences and build customer loyalty.

As the targeted audiences are from India, we improve the local search rankings by local business submission to Google maps and manual submission to major search engines. The main factors affecting the local SEO are the company name, address, phone number and customer reviews -- these details are registered to gain search engine visibility. We identified the mobile-friendliness of the website and optimized the code to improve the website speed.

Result:



| KEYWORDS | (AFTER SEO) | (BEFORE SEO) |
|---|--|--|
| http://www.cagpride.com/ | Google.co.in | Google.co.in |
| Business Hotel in Coimbatore | 4 | 257 |
| Party Halls in Coimbatore | 6 | 110 |
| Banquet Halls in Coimbatore | 7 | 160 |
| Meeting Halls in Coimbatore | 9 | No |
| Best Hotels in Coimbatore | 10 | No |