

CALLAWAY GARDENS

A PREMIER RESORT AND SPA SITUATED IN THE SOUTHERN U.S. OFFERING NATURE-INSPIRED LUXURY AND SUPERIOR SERVICE IN A RETREAT SETTING.



Callway Gardens A premier resort and spa situated in the Southern U.S. offering nature-inspired luxury and superior service in a retreat setting. Nature-lovers, sports enthusiasts and adventurers of all ages come to this world-class resort for the award-winning gardens, top-tier golf courses, seasonal celebrations, and impressive corporate events.

OBJECTIVE //

Client approached RTP and EngineWorks in April 2007 for the purpose of implementing a professional Search Engine Optimization (SEO) engagement designed to improve positioning of their web site within the major search indexes. Ultimately, the goal is to increase qualified visitors delivered through highly ranked natural listings to surpass aggressive monthly revenue goals. Client established specific room bookings and room revenues goals at a minimum increase of 15% over the same time period in the previous year.



SOLUTION //

Beginning in May 2007, RTP and EngineWorks implemented a professional 12-month natural SEO campaign designed to achieve the above-stated campaign objectives. These natural search engine enhancement services featured proprietary Optimization Engineering & Consulting strategies, which included in-depth keyword research and analysis, discovery of relevant competitive search phrases, enhancement recommendations for the most important site pages, and regular consultation with our natural SEO experts.

RESULTS //

Prior to our SEO engagement, our Client had virtually no presence for their 50 most important search phrases (a.k.a. 'primary keywords') within the three major natural engines; Google, Yahoo!, and Microsoft Live. In May 2007, only 14 of the client's 50 primary keywords had listings ranked in the Top 100 positions in Google. (cont)

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After our initial six (6) months of professional optimization, 44 of these most important keywords had Google listings ranked in Top 100 positions. More importantly, 32 of these 44 ranked index listings were on the first page (i.e., listings 1 through 10) of Google search results in November 2007.

Improved Quality Visits //

In the months prior to our engagement, the Client was receiving approximately 5,000 online visitors to its web site through the natural search engines. After the initial three (3) months of optimization efforts, the Client began to see a dramatic increase in the number of qualified organic visits coming through the major search engines.

Callaway Gardens experienced a surge in organic search traffic of more than 51,000 visits in September 2007. Two months later, total natural search visits to their site topped more than 151,000 visits. The total number of search visits in November 2007 represented more than 30 times the average number of organic visits prior to our site optimization strategies.

Surpassed Revenue Goals //

Through the initial six (6) months of our natural search optimization campaign, EngineWorks and RTP have already dramatically exceeded the multiple objectives and overall revenue goals for this world-class resort and spa.

In fact, as shown in the graph at the right, we

In fact, we surpassed our Client's aggressive room reservations revenue goal by more than 40%.

It is important to point-out that this established goal in November represented more than a 15% increase compared to the same month in 2006.



Visit //

www.callawaygardens.com
www.rtpinteractive.com

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