

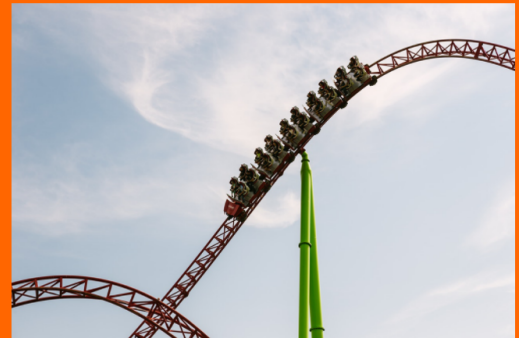
Family Theme Park & Resort

Web Results worked with this well-known family theme park to create a number of quality, optimised pages with the goal of attracting users looking for short breaks as well as corporate, business, meeting and function rooms.



49% Increase in Organic E-commerce Revenue

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Who Are They?

The client is one of the country's foremost theme parks and resorts, a household name; it is synonymous with adventure and great family days out.

What Were Their Objectives?

The client relied upon us to maintain its Google Ads and Bing PPC campaigns in order to support an increasing calendar of events designed to make the resort a year-round attraction, in addition to a full-service SEO and digital marketing campaign.

The volume of marketing campaigns that the client promoted annually, and the launching of new attractions each year, required project and campaign-based SEO in order to maximise the performance of the website in terms of revenue generation.

A key objective for the resort was to increase the numbers of UK short break and corporate hospitality bookings. This required developing appropriate organic rankings in a highly competitive market, building appropriate PPC campaigns and working within the site content in order to position the client as the go-to venue for weekend and family breaks, as well as corporate functions.



49% Increase in
Organic E-commerce
Revenue



18% Increase in PPC
Conversion Rates



8.5% Increase in PPC
ROI



9% Drop in Campaign
Spend

What Did We Do?

In order to support the client in attracting short break clicks from the organic search results, as well as corporate, business, meeting and function bookings, we designed, created and launched a number of dedicated optimised pages across the site.

The "short breaks" pages were focussed on supporting and improving the performance of some of the existing (and therefore more authoritative) "short breaks" & "hotel" related pages on the site. These pages significantly improved their rankings and organic performance, thanks to the launch of the new pages, in what is undoubtedly, a highly competitive market.

The corporate pages were also amongst some of the best performing business, corporate and function pages on the site.

The overall site's organic performance was improved with comprehensive onsite optimisation activity, intensive market research and relationship building activity with appropriate and relevant third-party sites.

What Were The Results?

Year on year organic e-commerce revenue increased by 49% and organic conversion rates increased by 45%. PPC conversion rates increased by 18%, with ROI up by 8.5%, despite the PPC campaign spend dropping by 9%.