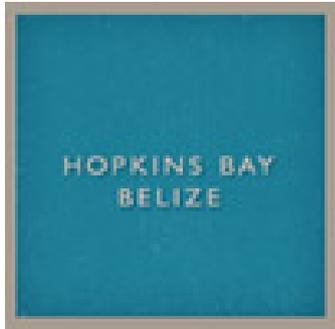




Hopkins Bay



Hopkins Bay is a luxury holiday resort wanting to expand their customer base by driving new traffic to their website through **search engine optimisation (SEO)** and **Google AdWords PPC**.

“The increase in traffic to our website is exactly what Hallam promised, and we're delighted to have new web visitors discovering our business. We look forward to continuing our work with Hallam in the future and use their expertise to increase online visibility and revenue.”

Chantel Garcia, Sales & Marketing Manager Hopkins Bay Belize

Client Background

Hopkins Bay is a luxury Belize beach resort situated on the Caribbean Sea, offering luxury beachfront accommodation in a lush tropical paradise.

They receive a lot of traffic to their website through *branded search terms* – so people who already know their brand name. They were looking to introduce some new potential customers to their brand.

In March 2013, Hopkins Bay employed Hallam as a full service digital agency, delivering an **SEO** campaign and content management, as well as a **Google AdWords PPC** campaign.

Key Facts

- **99.24% increase in organic search traffic** in the 3 months after Hallam was first employed, compared to the previous 3 months.
- **45% increase in total traffic** in the 3 months after Hallam was first employed, compared to the previous 3 months.
- **41% increase in Pages Per Visit** traffic in the 3 months after Hallam was first employed, compared to the previous 3 months – indicating increased user engagement.
- 2 new **blog posts generated each week**, search engine optimised to draw new traffic and written to showcase the Hopkins Bay brand.
- **A targeted PPC campaign** to drive new potential customers to the website through a focused keyword strategy.



VISTAGE





The Business Challenge

- Improve search engine rankings for non-branded keywords.
- Increase website traffic through organic search.
- Increase website traffic through paid search.
- Generate search engine optimised content through the Hopkins Bay blog.
- Set up clear reporting templates and commentary to interpret Google Analytics data.

How Hallam Helped

Hallam created and regularly update a blog on the Hopkins Bay website with unique content crafted around the tourism industry and Hopkins Bay's unique values and offering.

In the background to this campaign, several technical issues were identified and resolved on the Hopkins Bay website and on-page optimisation was carried out to drive new traffic.

A link building campaign underpinned the project, targeting specific sections of the website each month to improve visibility and search rankings.

The Results

Hopkins Bay have been delighted to see the increase in organic search traffic to their website since they employed Hallam.

They have been particularly pleased with the improvement in Pages Per Visit and Time On Site metrics, as these indicate improved user engagement and have helped them to position themselves as the Belize experts.

Increased traffic to the site overall has delivered new leads and new customers for the luxury brand.

“Ben has made this partnership very educational by not only sending along customized reports but guiding me through his new implementations so that I learn as well.”

Chantel Garcia, Sales & Marketing Manager Hopkins Bay Belize

Find out more

Call us on **0800 622 6100** or email **info@hallaminternet.com** for more information on our SEO, PPC, social media, email marketing and digital strategy services. You can also get more information about us at **www.hallaminternet.com** or follow us on Twitter **[@hallaminternet](https://twitter.com/hallaminternet)**.



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