



ESPA RIGA – CASE STUDY

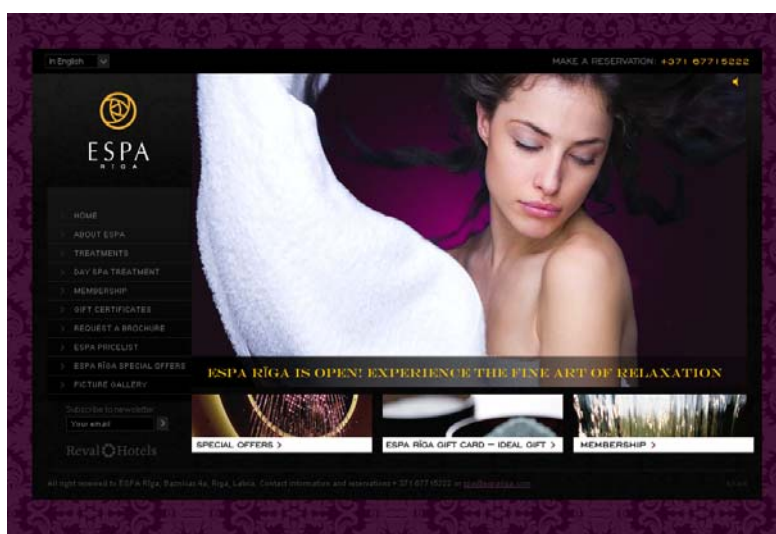
The challenge was:

- The Spa had been open for two months.
- The Spa had opened without any launch campaign.
- No e-marketing activities had been done and the site did not have online visibility within 100+ search results.
- There was no linking and no pages listed on most of the major search engines.
- There was no contact form onsite.
- The site has multiple languages and no optimisation had done for any of the languages including English.
- The site was not designed following SEO practices.

Overview:

ESPA Rīga offers an exclusive five star facility with luxurious interior design, warm earth and amber tones and an architecturally central staircase embellished with crystal lighting sculpture from the renowned designer Eva Menz. The six floor spa has been uniquely tailored to provide a genuinely holistic and restorative experience for each guest.

Creative heat experiences and vitality pools are where guests and members begin a journey of tranquility and relaxation. Luxurious changing rooms, private relaxation areas and beautiful treatment rooms all combine to offer guests an unforgettable Spa experience.





STRATEGY:

e-HotelServices visited ESPA RĪGA and had several meetings with the management team and other staff. Based on these meetings e-HotelServices proposed a search engine optimisation (SEO) strategy with two implementation stages:

- Analysis and planning
- Initial Implementation
- Ongoing SEO

In addition, we also provided the ESPA Rīga management team with ongoing suggestions for improvements for online sales and website improvements to maximise revenues. One such suggestion was the addition of the contact form (receiving more than 100 requests in a short time), implemented with great success, giving visitors an opportunity to contact the SPA team directly online rather than ringing.

SEO ACTIVITIES (WHAT WE HAVE DONE)

Analysis and Planning

- Studied ESPA Rīga, its products and gathered information about the company, its positioning and its USPs.
- Did a competitive analysis, market review, and a review of Spa trends around the world in order to establish a plan to predict future trends and ESPA Rīga's future positioning.
- Analysed target markets, performed a segmentation analysis and the changes in the search behaviours in general and Spas in particular.
- Performed an initial website audit to evaluate the site's performance and structure.
- Undertook keyword research.
- Built a detailed week-by-week marketing calendar.

Initial Implementation

- Individually optimised each pages' meta tags, titles, meta descriptions, anchor text.
- Optimised the URL structure,
- Optimised the content, links, headers and keyword density etc.
- Added new content.
- Implemented multi-language optimisations.



- Implemented link building strategy.
- Performed Testing before launch.



Ongoing SEO

- Continued search engine optimisation on a weekly basis to ensure high visibility in the face of changing search engine algorithms.
- Optimise any new pages.
- Monitored competitors.
- Updated SEO in the different languages.
- Augmented the link building strategy specifically to increase the social links.
- Monitored social media and ensured a reply to all comments to protect ESPA Rīga's online reputation.

RESULTS

- The ESPA Rīga site's online visibility increased exponentially during the course of the first three months.
- The website ranked in Top 10 in **all** major search engines (including Google, Yandex, Yahoo, Msn, and Bing).
- The website had high visibility for more than 20 of the most popular keywords.
- The number of links and the website ranking increased dramatically
 - Traffic from the first quarter from referring sites increased around 200% as compared to before linking strategy implementation.
- Thanks for the high organic ranking as a result of these activities no paid marketing was implemented during the period in question.
- Traffic from other countries especially where the multi-language optimisation implemented increased by over 300% over the first quarter.
- The bounce rate decreased by 200% which shows the visitors spent more time and visited more pages on ESPA Rīga website.
- New visits increased from 36% to 72% as a result of optimisation and high ranking in the SERPs. (search engine result pages)
- Social media monitoring and engagement helped ESPA Rīga's online reputation, and encouraged more visitors to comment and engage with the brand.
- The high online visibility helped ESPA Rīga increase revenues and their brand recognition efforts.