Watergate *Hotel*

WEBSITE

THE WATERGATE HOTEL

Find

FOUND ONLINE

Watergate *Hotel*

WEBSITE

Overview

Through a **website redesign**, our project aimed to enhance The Watergate Hotel's **user experience**, with the primary goal of **increasing organic traffic and click-through rates** (CTR). By incorporating targeted **SEO strategies**, we sought to optimize the site's visibility on search engines, attract more visitors, and encourage higher engagement. This involved designing a **new visual approach** to event-specific landing pages, theme-specific landing pages, site navigation, and pushing relevant content to a diverse set of persona profiles. Through these efforts, we aimed to elevate the hotel's online presence and drive more **direct bookings.**

Goals

GROW

1 Increasing *organic traffic* and enhancing The Watergate Hotel's visibility, brand credibility, and attracting more potential guests to help drive direct bookings.

2 Increasing *organic impressions*, boosting The Watergate Hotel's online visibility, making it more likely for potential guests to discover and consider booking a stay.

3 Increasing *organic CTR*, leading to more potential guests clicking on The Watergate Hotel's search results, driving higher engagement and potentially more bookings.
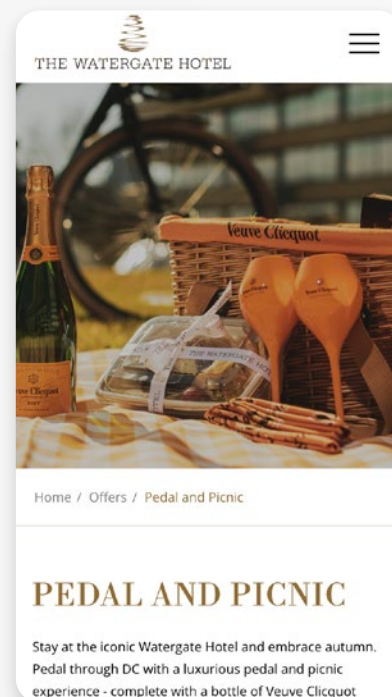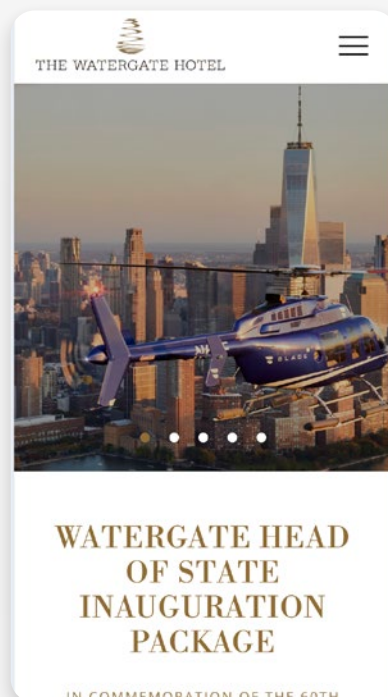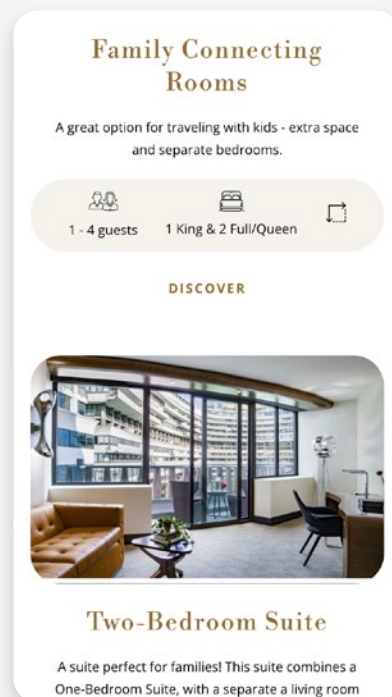
Results

Website

From June-August 2024 (after a 90-day ramp up period) vs. the same date range in 2023, the site had an *increase of 36% users*, *45% revenue and 132% increase in ADR*. The ADR increase is testament to the site's ability to generate conversions for higher category room types.

The analysis of the investment in relation to the total revenue generated by the site since its launch demonstrates a *return on investment exceeding 60:1*, underscoring the substantial financial gains achieved. Furthermore, since the website's launch in March, it has experienced a *26% increase in revenue* compared to the same period in the previous year, highlighting the significant positive impact of the new site on overall revenue performance. For the month of August this *year-over-year increase* in revenue has grown even further to *+46%*.

SEO

These 3 pages are excellent examples of content which is ranking phenomenally on SERP for very valuable & relevant search terms:
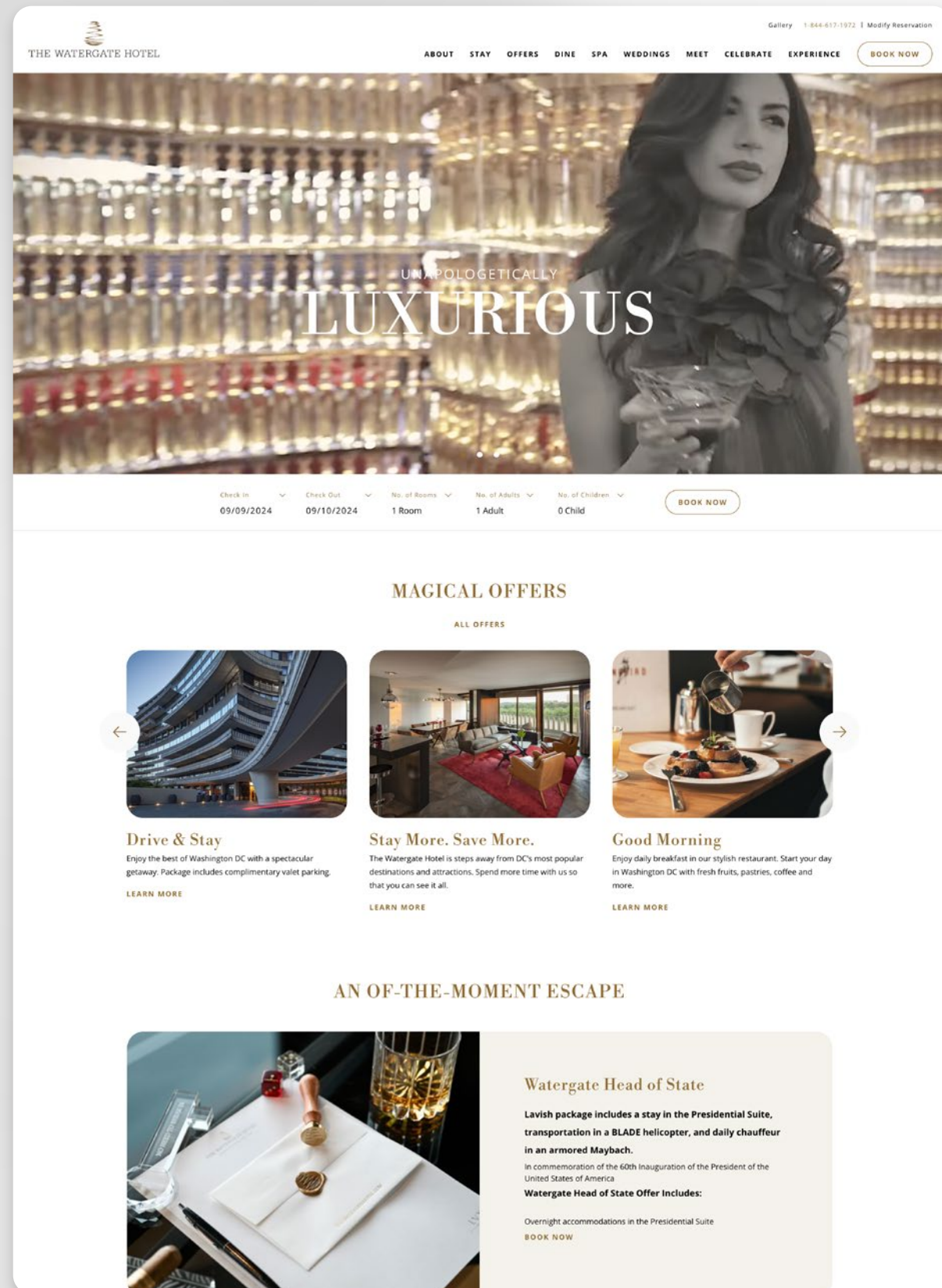
https://www.thewatergatehotel.com/stay/connecting-rooms-suites

https://www.thewatergatehotel.com/experience/inauguration

https://www.thewatergatehotel.com/offers/pedal-and-picnic

Creative

SEO

The following search terms have all these 3 pages taking number one organic spots!

"Picnic package hotel DC"
While other properties offer picnic packages, this one is gaining the number 1 spot on SERP.

"President inauguration package hotel DC"
Similarly to the above example, while other hotels do indeed have an inauguration package this property gets the top spot for this valuable search term. This fantastic SEO allows the property to implement original initiatives to drive ADR to record breaking levels through unique package inclusions such as a helicopter transfer from New York.

"Luxury hotel DC connecting rooms"
For this broad and coveted search term in the DC market, the property is even surfacing above the OTAs.

Return on Investment

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+36%
USERS

+45%
REVENUE

+132%
ADR

Cendyn™

Bringing it
all together

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