

E-symposium 2007

Search Marketing Case Study



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About Jurys Inns

Based in Ireland, Jurys Inns is one of Europe's fastest-growing hotel groups:

- 22 properties in the UK & Ireland
- 7 under development
- Expanding in the UK and into Central Europe



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The screenshot shows the Jurys Inns website homepage with the following sections:

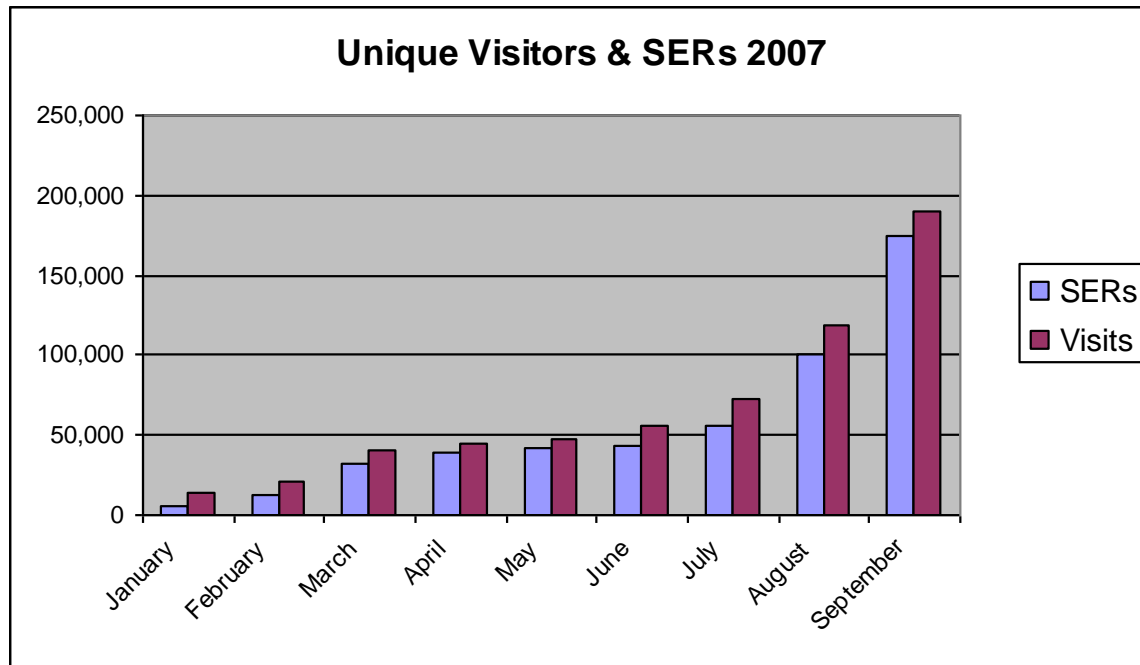
- Navigation:** Home, About Us, Contact Us, Our Locations, Special Offers, Meeting & Events, Destination Guides.
- Welcome:** A message welcoming visitors to the official brand website, highlighting superior budget hotels in key cities across the UK and Ireland.
- Search and Book:** A central section for finding hotels, including a 'Select By City' dropdown, a search bar, and options for check-in/out dates, number of rooms, and adults per room. It also features a 'Rate Preferences' dropdown and a 'Search' button.
- Special Offers:** A list of hotels with starting prices, such as 'Jurys Inn Chelsea FROM £79', 'Jurys Inn Limerick FROM £71', and 'Jurys Inn Leeds FROM £53'.
- Chillinn:** A section promoting city breaks with a photo of a woman and a dog.
- LOGIN:** A section for returning users with fields for 'Username' and 'Password', and a link to register for newsletters.
- BOOK SMART!:** A section encouraging direct bookings, listing benefits like 'Lowest Rates Guaranteed', 'Flexible Booking Policy', 'No Booking Fees', and 'Privacy & Security'.
- Property Promotions:** Banners for 'Jurys Inn Brighton - Opening Autumn 2007' and 'Jurys Inn Leeds from ONLY £53'.
- 10 Years in Belfast:** A section celebrating the brand's anniversary since opening in 1997.

Jurys Inns now operates one brand website but are also available for sale at jurysdoyle.com (the former group brand website)

- www.jurysinns.com –launched early 2007, now established as the main brand website for the promotion of the 3* Inns Brand



Traffic Growth driven by Search



- www.jurysinns.com launched early 2007, now established as the main brand website



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Key challenges

1. It's competitive:

- Search phrases such as “Dublin Hotels” are some of the highest volume phrases in google and therefore these key words are highly competitive, for both ppc and organic listings
- There are a lot of companies trying to optimise for generic hotel phrases, trying to capture a share of this traffic
- As an individual hotel site, it can be difficult to compete with agency sites

2. Nothing stays the same for long:

- Google changes its algorithms frequently, news sites steal your slot
- Your presence on search engines can change over night

3. It's not an exact science:

- SEO experts differ, sites die!
- Not quite, but as the algorithm details are not disclosed, at times a hotel's business really is at the mercy of the google spiders!



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Why should you focus on Search?

1. It's cost effective

- Typically, search is a cost effective way of driving high converting traffic to your site. According to a recent survey (HeBS), hoteliers will dedicated only one third of their online marketing budgets on search, but typically, search can deliver up to 80% of bookings.

2. All spend is ultimately trackable

- Tracking software offer analysis from click to conversion, down to the nth degree.

3. It's the way the market is going, whether we like it or not!

- 8 out of 10 will search for a website through a search engine, so you need to ensure you have a good presence.



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Jurys Inns Search Strategy

- The Jurys Group was one of the first Irish hotel chains to enter the search marketing arena in the early 2000s. Since then we have seen both our investment in and revenues from search marketing grow substantially.
- **Search marketing now drives two thirds of website sales**
- Jurys uses search as its primary customer acquisition vehicle in the online environment.
- The current strategy focuses on the following main areas:
 - Organic Search through search engine optimisation (SEO) & link acquisition
 - Paid Search – on Google, Yahoo and MSN



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Paid Search Strategy - PPC

Jurys Inns paid search uses a three-pronged approach:

1. General Campaign:

- This campaign features all Jurys Inns. It is used to create a consistent presence for all Jurys Inns properties on the key search engines. Its creative elements focus on promoting the standard rates and service offerings at each property.

2. Brand Campaign:

- This campaign is used to safeguard the Jurys Inns trademarked brand phrases. It promotes brand-specific search phrases and succeeds in delivering an extremely high ROI due to their low CPC.

3. Tactical Campaigns:

- The consistent presence created by the General and Brand campaigns is supplemented by a range of Tactical campaigns. These campaigns are property specific and price focused and are used to stimulate additional seasonal and more last minute sales.



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Paid Search Execution Tips

- A creative approach is essential to ensure copy is compelling and in line with competitors.
- Copy elements should be designed with a proactive searcher in mind- focus on your USP's- eg: location, price, added extras.
- Track your paid search activity right through to sale. Invest in some high quality tracking software and make sure it is implemented correctly- this can take some time! But if correctly installed, precise ROI figures can be measured effectively right down to keyword level.
- Register your trademark terms with the search engines to safeguard the promotion of these brand related phrases by affiliate networks.
- Control and Monitor your campaigns through effective management & reporting systems to maximise ROI – 'Track and Act' is key!



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Our Paid Search Successes!

- Over the last 4 years, we have established a consistent presence for Jurys Inns across all major search engines
- Our use of a differentiated paid search strategy (General, Brand & Tactical), has enabled Jurys Inns to influence the decision-maker at each stage of buyer readiness:
 - **General campaign:** influences searchers at the general hotel information search stage
 - **Brand campaign:** aids searchers whom are specifically seeking Jurys Inns related information.
 - **Tactical campaign:** assists searchers who seek an incentive to purchase, such as a discount rate, or are searching for a specific destination property.
- The registration of all brand related terms and phrases with the search engines has enabled Jurys Inns to counteract the increased pressure faced by affiliate networks whom can no longer profit from bidding on Jurys brand related phases.
- The transfer of search traffic to jurysinns.com from the former brand website has been our main challenge this year.



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Our Approach to SEO

- Pre-website development –the Jurys Inns website was built with the search engines in mind
 - Extensive research was undertaken to design the SEO strategy for a proactive searcher

- Other elements of our SEO strategy include:
 - Copy - search engine and user friendly copywriting
 - Internal linking
 - File structure



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SEO

Establishing jurysinns.com as the main brand website

- Key challenges:
 - Duplicate Content
 - Transferring the Inns traffic from jurysdoyle.com to jurysinns.com without losing business
 - Establishing jurysinns.com as the “authorative” site for Jurys Inns searches, in light of the long history of jurysdoyle.com

- Elements of the migration strategy included:
 - Gradually placing 301 redirects and monitoring results
 - Linking
 - Supplementing with ppc traffic



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SEO Success – Top 5 Organic Search Engine Positions

google.ie

“Dublin Budget Hotels” 8

Google.co.uk

“Leeds Hotels” 2

google.ie

“Limerick Hotels” 4

Google.co.uk

“Glasgow Hotels” 4

Google.co.uk

“Chelsea Hotels” 2

MSN.ie

“Galway Hotels” 1

Google.co.uk

“Belfast Hotels” 2

Google.co.uk

“Nottingham Hotels” 2



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Link Acquisition

- Every major crawler-based search engine, particularly google, uses link analysis as part of their ranking algorithms as this helps the engines to determine which pages are good for particular key phrases.
- Our link acquisition strategy involves:
 1. Developing an understanding of destination authority sites. It's about quality not quantity
 2. Creation of a links page for each destination -to present website visitors with a list of relevant websites containing information about what they could see and do on their visit to Dublin.
 3. Approaching “like-minded” sites, ranking highly for destination searches re link requests.



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Tips for Link Acquisition Success

- Concentration on establishing links with quality, relevant authority sites – it is important to focus on the potential value of each link rather than trying to secure a large quantity of low value links.
- Securing links from highly relevant websites, related to the search phrases that you want to be found for - ensuring that acquired links are relevant to the target searcher so they enhance their online experience and engagement with your website.
- A focus on establishing one-way links before a reciprocal link is offered – as these links are more highly valued by the search engines.
- A strict avoidance of paid links and link farms
- Measurement & evaluation of linking ROI through conversion tracking software



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A few more google challenges for 2007, as if we needed them!

- Google Maps
 - now dominating the top of the screen for hotel searches organic listings moving down the page, No.2 is now below the fold

- Global vs Local Search for .coms
 - Results for your site will differ for “search the web” and “pages from Ireland
 - To appear in pages from Ireland, you must have a .ie domain or physically host your site in Ireland



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Hotels in Leeds Sponsored Links

www.booking.com/Hotels-in-Leeds Book your **hotel** in **Leeds** online. Good availability and great rates!

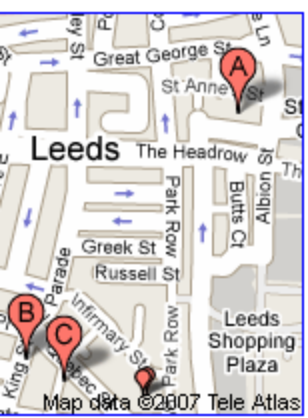
Leeds City Centre Hotel
www.BewleysHotels.com/Leeds £69 per room - Best Bewleys Rate Guaranteed or your money back

lastminute.com - Leeds
www.lastminute.com Save up to 70% on over 35 **hotels** in **Leeds**. Book online now.

Sponsored Links

Hotels in Leeds
 Book **hotel** accommodation in **Leeds**. Great deals and offers.
www.hoteln.net.co.uk/Leeds/

Local business results for **hotels** near **Leeds**



- A** [Radisson Sas Hotel Leeds](http://www.leeds.radissonsas.com) - www.leeds.radissonsas.com
 1 The Light, Leeds - 0113 236 6000
 ★★★★★ 60 reviews, directions, and more »
- B** [The Queen's Hotel](http://maps.google.co.uk) - maps.google.co.uk
 King Street, Leeds - 0113 243 1323
 ★★★★★ 63 reviews, directions, menu, and more »
- C** [Quebecs](http://www.theetoncollection.com) - www.theetoncollection.com
 9 Quebec St, Leeds - 0113 244 8989
 ★★★★★ 96 reviews, directions, and more »
- [More results near Leeds »](#)

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Leeds hotels from £33 per night.
 No booking fee. Pay on check-out.
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 Novotel from £76 - Late Checkout!
 Ibis **Hotels** from £45, Etap at £32
www.accorhotels.com

Express by Holiday Inn
 Great value **Leeds hotel**
 Complimentary continental breakfast
www.hiexpress.co.uk

Crowne Plaza Leeds
 Stylish city **hotel**.
 Perfect for business or leisure.
www.crowneplaza.co.uk

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 1/2 Price hotels in Leeds

Leeds Hotels - Discount Hotels in Leeds at LateRooms.
 Find Discount **Hotels** in **Leeds** at LateRooms, the **Leeds Hotels** Specialist. **Hotel**
 reservations online or by phone.
www.laterooms.com/en/k16294317_leeds-hotels.aspx - 94k - [Cached](#) - [Similar pages](#)

Leeds hotels - Jurys Inn Leeds
 Jurs Inn **Leeds** is one of the top **Leeds hotels** and located along Brewery Wharf in **Leeds**
 centre. Book online for the lowest rates at this **Leeds hotel**.
www.jurshotels.jurysinns.com/ - 39k - [Cached](#) - [Similar pages](#)

So what have we achieved this year?

- Overall, ppc related earnings are delivering an ROI of >60:1
- High conversion rates for search traffic- 4-6%
- For 2007 search related earnings can be broken down as follows:
 - Organic search earnings 70%
 - Paid search earnings 30%~
- Successful migration of traffic from jurysdoyle.com to jurysinns.com



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