



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY



Channers on
Norfolk

eintelligenceweb.com

About Our Client

Channers On Norfolk is a beautiful boutique accommodation property on Norfolk Island. It is set amongst 2 acres of lush tropical gardens and offers stunning sea views right in the heart of town. Their lush and sub-tropical gardens give each apartment a sense of privacy that helps guests enjoy their holidays in the Norfolk Island with a great comfort. At Channers On Norfolk, guests experience gorgeous, private and relaxing accommodation.

Their Challenges & Our Solutions

- After thorough research, we developed an integrated site-wide keyword strategy to optimize the website.
- We conducted in-depth Keyword Research and identified 25 keywords (with Navigational search intent) they should focus on to increase their organic traffic, followed by bookings.
- Using their target keywords, we optimized the website, resolving major underlying issues.
- Launched a customized SEO campaign with 25 targeted keywords.
- Launched various link building campaigns to obtain quality backlinks to improve site's credibility and page authority.
- Identified and fixed broken links that were generating organic traffic to their website.
- We performed extensive outreaching activities and obtained backlinks with high Domain & Page Authority scores which helped us generate referral traffic.

Results

- Improved organic conversions / bookings by over 1,110% (increased conversions from 6 to 73) per month
- Organic traffic improved from 482 to 2,197 (that's over 350%) per month
- Out of 25 target keywords, 22 keywords started ranking on the first page of Google
- Fixed broken links and regained 1,327 quality backlinks, leading to a significant improvement in their Domain & Page Authority