



Project: Web site design and development / Search Engine Optimization / Hosting

Year: 2004-2005

Website: www.leroberval.com www.hotel-montreal.net www.nouveau-forum.com

Overview

In operation since 1999, Hotel Le Roberval has 76 rooms and is located downtown Montreal.

Challenge

Hotel Le Roberval needed to differentiate itself and increase their visibility on the web. They required :

- A new Marketing oriented website
- A significant increase in their web traffic
- A significant increase in their occupancy rate

Solution

After assessing their competition, competitive edge and market opportunities we redesigned the website and optimized it to get better search engine results.

In order to increase their occupancy rate, they required a sizeable website presence on all major search engines. They needed to be visible to potential clients looking for Hotel rooms in Montreal.

By targeting certain keywords like “Hotel Montreal” on main search engines like Google, we made sure that every potential customer that required a room in Montreal would come across Le Roberval.

Using the internet to identify prime prospects and build market traction without the cost of mass media marketing or face to face sales is our specialty.

Results

An accessible, professional web presence that effectively sells Le Roberval. Hotel Le Roberval is fifth on Google results for “Hotel Montreal” keywords. Fifth only to Hilton, Delta, Intercontinental and the Fairmont that are spending many times more in advertising and on-line.

Today, Hotel Le Roberval receives 1000 visits a day and is often fully booked, even during the low season.

One year later they built a new 130 room hotel and Group emediacom also designed, hosted and optimised for search engines the website for this new hotel.

Group emediacom, from on-line presence to on-line success.