


SEO for Hospitality Company

PROJECT DETAILS

 Search Engine Optimization

 Jul 2020 - Ongoing

 \$10,000 to \$49,999

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“We’ve received a ton of leads since we brought them on.”

PROJECT SUMMARY

In order to improve SEO for their client, Direction handles content efforts, written blogs, and conducted keyword research. On top of that, they redesigned the client’s blog to make it more user-friendly.

PROJECT FEEDBACK

Direction’s efforts have increased leads and bookings significantly. Proactive and professional, they set goals and deliver accordingly. To ensure a seamless engagement, they provide meeting notes, plan ahead, and are flexible.



The Client

Introduce your business and what you do there.

I'm the owner and general manager for a hospitality company. We host custom experienced-based vacations at our property, The Pura Vida House, in Costa Rica. We host themed vacations centered around tennis, pickleball, and yoga, but also help organize friends and family trips.

The Challenge

What challenge were you trying to address with Direction?

We needed to generate more leads by enhancing our SEO and online visibility.



Mani Barajas-Alexander

Chief Experience Officer, The Pura Vida House

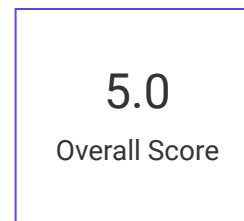


Hospitality & leisure



McLean, Virginia

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

They handled all of our SEO efforts. To start the project, they did extensive research and discovery.

Since then, they've led our blogging efforts. Throughout the process, they've built backlinks, managed guest posts, and handled backend analytics and reporting.

They also supported technical SEO efforts by revamping the entire blog section of our website. In doing so, they made the design more user-friendly and featured several links to drive leads.

They also helped educate me on SEO. They explained how keyword research and backlinking works. Even when I suggested titles or topics for blogs, they did the research to identify trends and identified better titles.

What is the team composition?

I was always able to talk to Chris (CEO); he was readily accessible. However, Connor (Marketing Director) and two other people were the leads on our project.

How did you come to work with Direction?

A mutual friend recommended them. Chris and I are also in the same business group. Once we started talking, it was clear they could help us and they were a good fit.

What is the status of this engagement?

We started working with them in July 2020 and our partnership is ongoing.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We've received a ton of leads since we brought them on. We're now booked out through next year. We've been very happy with the services they've provided.

How did Direction perform from a project management standpoint?

They always set expectations and delivered accordingly. They are punctual and proactive as well, so I never have to reach out to them. Instead, they reach out to us first.

They always provide us with summaries of each meeting and are proactive about scheduling upcoming meetings. I've definitely recommended them to several people.

We usually communicate via Zoom calls, but if I'm available, we have a phone call.

What did you find most impressive about them?

They get results. They're obviously very professional and they clearly know their craft, but what impresses me most is their deliverables.

Are there any areas they could improve?

Nothing comes to mind.

Do you have any advice for potential customers?

Give them a clear vision of what your goals are. Make sure you clearly state what you expect from the partnership.

