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CASE Study: Search Engine Optimization and Marketing



Challenge:

The Cocoanut Grove in Santa Cruz is a venue for corporate meetings, conventions, receptions, and musical events special occasions. They challenged us to make them a top wedding and reception destination in an already crowded marketplace.

Strategy:

Research competitive websites and search results for wedding destinations. Focus on high search volume terms with regional and national targeting. Support program with paid search to increase conversion on organic search results.

Program Tactics:

- Revise meta information to focus on bridal and wedding destinations terms
- Adjust website copy to include top tier search phrases on web pages.
- Utilize Google websites to cost effectively broaden reach

Results

Wedding Page Traffic – Year over Year Comparison

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
2008	7,071	5,865	6,431	6,215	6,345	6,382	6,415	6,603	6,379	6,168	5,941
2009	7,334	6,191	7,140	6,245	7,092	6,509	7,310	7,245	6,517	6,437	6,024
	3.70%	5.60%	11.00%	0.50%	11.80%	2.00%	14.00%	9.70%	2.20%	4.40%	1.40%

Website Traffic – Wedding Page outperforming Home Page

Page	October Pageviews	October Unique Pageviews
/weddings.html	4,655	2,507
HOME	1,733	1,326

SEM Results

Ad Group	Keyword	Impr	Clicks	CTR	Avg CPC	Avg Pos
Weddings	weddings	118,834	1,156	0.97%	\$1.67	3.1
Weddings	wedding locations	12,196	261	2.14%	\$1.68	3.4
Weddings	beach wedding	9,834	242	2.46%	\$1.65	2.7