

Grand Velas Los Cabos Increase Website Leads by 89%

CLIENT

Grand Velas Los Cabos

CUSTOMER GOAL

To position the hotel as the premier luxury all-inclusive property in the American market, drive direct bookings, increase market share, showcase the hotel's best-in-class amenities for leisure, meetings, family vacations, and weddings, and achieve a high TripAdvisor ranking. Client wanted a responsive website with user-friendly UI/UX to increase online brand presence and drive organic traffic & leads.

MILESTONE SOLUTION

Milestone took strategic steps to enhance their digital presence and boost bookings for their resort property. Milestone CMS, our SEO-first CMS, enabled us to develop a discovery-ready website for the hotel. To enhance the hotel's digital presence and boost bookings, Milestone strategically revamped the resort website and added microsites to promote weddings, meetings, the spa, and restaurants. An events calendar was integrated to highlight on-site and nearby events, and limited-time offers, and an e-coupon module were added to increase conversion. New content was also developed to promote the property and its attractions.

IMPACT

+ 49.3%

Increase in sessions

+ 45.9%

Increase in pageviews

+ 89.7%

Increase in website leads

+ 8%

Increase in overall revenue

+ 119%

Increase in website leads from organic search

+ 34%

Increase in bookings from organic search

"Milestone Internet is a trusted partner in digital marketing, helping us to reach our target audience with effective and engaging technology. We are highly satisfied with their services and recommend them to other businesses looking for a reliable and experienced digital marketing partner."
-Velas Resorts-