



Milestone  
Case Study

*The Kahler*  
GRAND HOTEL

# Historic Hotel in Rochester Increases Revenue by 20% and Website Visits by 59% using Milestone CMS, Local, Schema and Digital Media

## Challenge

The objective of the client was to develop a fast and responsive website with user-friendly UI/UX. In addition, client required optimized keyword rich paid media campaigns to drive acquisitions.

## Solution

Milestone approached the problem with an integrated approach:

- 1. Milestone CMS:** A mobile-optimized & ADA-compliant website was developed and hosted on award-winning Milestone CMS. Milestone features, including AMP, Events Calendar and Social were added to the site to drive reach to potential customers.
- 2. Milestone Local:** Business profile of the hotel was optimized with relevant descriptions, categories, business hours, and phone numbers inform customers about the hotel and its proximity to Mayo clinic.
- 3. Advanced Schema:** Hotel, Events and Restaurant-specific schemas were implemented to gain visibility and drive organic traffic to site.
- 4. Milestone Digital Media:** Campaigns across Google Ads, Email marketing, and Social media promotions were deployed to drive engagement & acquisitions.

## Results

Post-implementation the client recorded:



**219% increase**

in actions on Google My Business



**71% increase**

in website page views



**84% increase**

in leads & booking referrals



**11X ROAS**

across paid media in first 3 months

*Milestone's industry-leading technology was a major factor in our desire to work with them on our new website. Their software+services approach meant that we not only got an amazing platform, but also a stunning website coupled with a modern approach to marketing it. The results are a testament to the powerful combination. – Michael Smith, Regional Director of Operations*