

Search Engine Optimization Case Study – LaQuintagb.com



GBIM Appraisal

It feels really great that GB Internet Marketing is handling my Internet Marketing and its really helping me out to make a brand of my Hotel in the International Market. The team has done a marvelous job and today am really happy to see the results. The Enquires has increased and so are the visitors. I think selecting the correct Marketing Media is not important, but selecting the right Marketing Company whom you can trust on is important. Hats off to you Guys!

Mr. Dipen Patel, Vice President
La Quinta Inn & Suites

The Company

La Quinta Inn and Suites, one of the best hotel offering best services and locate in the prime location of Baltimore had many direct enquiries, but the enquiries made online through their site was very less. The officials at the hotel contacted the team of GB Internet Marketing and handed over all the responsibilities of Marketing the site on the Search Engines through Various Techniques.

The Task

GB Internet Marketing started doing the SEO for www.laquintagb.com. The task was initiated with studying the whole site, as the task was proceeded, it was found that the site was facing duplicate issues, hence preventing the crawlers to crawl the site, hence the duplication issues was taken care of, then through updating and using SEO Techniques the site was optimized.

Solutions

The Site was Optimized using various SEO Techniques. Also with some initial consultations from GBIM Technologies, the Programming Logics was changed. The site lacked Keyword Oriented Contents, which was incorporated and the SEO Team of GBIM Technologies updated various Tags and Internal Links.

GBIM Advantage

Work hard work paid off, and the site was getting maximum hits on the Search Engine. Within few months of optimizing the site, the hotel officials informed us that there visitors has increased, and maximum enquiry forms were filled per day. Hence generating loads of business for this hotel.

Our Clients Sales Increment is our Success, The result of optimizing the site was that the client gave us his two more hotel website to optimize (www.dayinnglenburnie.net, www.bestwesternhampton.com), and also even today, many clients come through Laquinta GB's reference.