

Case study: Unnamed Caravan Park due to NDA agreement we have with all clients.

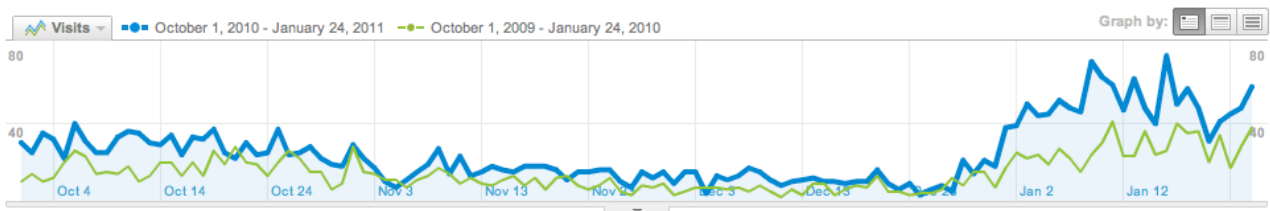
Park Info: This is a small to medium sized park with around 250 plots, based in a popular resort, on the North Wales coast.

Time Scale Park Reach started working on this website in September 2010

Traffic

In comparison to the previous year, Park Reach has increased overall traffic to this website. Especially traffic from search engines, primarily we concentrate on Google, this is due to the [91% share](#) they have of the uk market.

The following statistics are based on the time range October 1st and January 24th. The blue line shows the traffic from search engines in 2011, the green line is the previous year before Park Reach became involved in this site.



Search sent 2,920 total visits via 7 sources

Show: non-paid | total | paid

Site Usage	Goal Set 1	Views: [Grid] [List] [Table] [Chart]			
Visits 2,920 Previous: 1,699 (71.87%)	Pages/Visit 4.72 Previous: 3.78 (24.94%)	Avg. Time on Site 00:03:39 Previous: 00:03:10 (15.30%)	% New Visits 65.72% Previous: 65.21% (0.77%)	Bounce Rate 24.62% Previous: 24.66% (-0.16%)	

These statistics are from Google Analytics, and show year on year that traffic is up 71.87%

Visits to the Book Now pages are up by a similar margin. 72% This gives us a good idea that driving people to the book now page is linked to driving your website up the search engines.

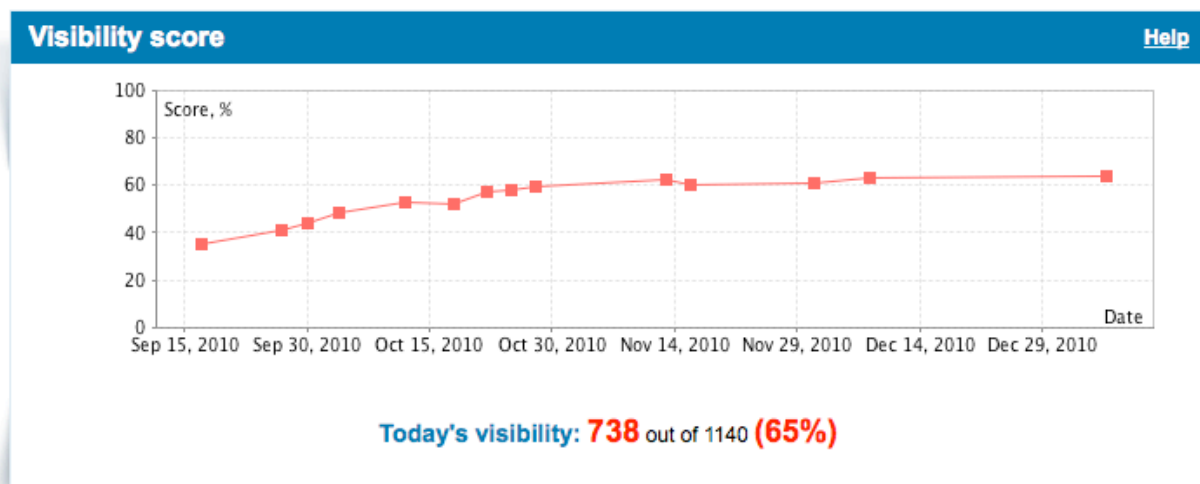
/book_now	
October 1, 2010 - January 24, 2011	1,765
October 1, 2009 - January 24, 2010	1,026
% Change	72.03%

Rankings

To achieve such a large increase in traffic to the website we need to work on the whole digital marketing strategy for the park. This includes on-page search engine optimisation, Link building to the website, Social Media strategy, and much more. The techniques we use push the website towards the top of Google.

The park gave us a set of 20 keywords they wanted to rank for. When they signed up for Park Reach they were not in the top ten for any of them and in most of the cases they were outside the top 20, some as low down as 60 and 70.

In just 5 months, we have increased the visibility across the search engines by 30%



The visibility score is the sum of all visibility points for each keyword based on their rankings and is calculated for a website for the selected search engines and all keywords.

To calculate the visibility score, you first must assign a number of points to each of the first 30 positions, as follows:

Position 1: 30 points

Position 2: 29 points

.....

Position 30: 1 point

Positions 31 and below: 0 points.

The visibility score is the sum of the points given to a website by each search engine. The visibility percentage is given by the sum of visibility scores from all the search engines divided by the maximum number of points that the search engines can provide.

Rankings overview (a total)

Top Rankings Overview

Ranked 1st:	2
In Top 10:	26
In Top 20:	28
In Top 100:	38
Not in Top 100:	0

As you can see from the chart on the left, we have hit the top spot for 2 of the 38 keywords (across 2 search engines, Google US and UK) we have 26 in the top 10, and 28 in the top 20.

This is all before the half way point in our current 12 month contract. We expect to have all keywords in the top 10 in the next 3 months and top 5 by September 2011.

We expect to renew this contract and go for the number 1 spots in 2012

Bookings

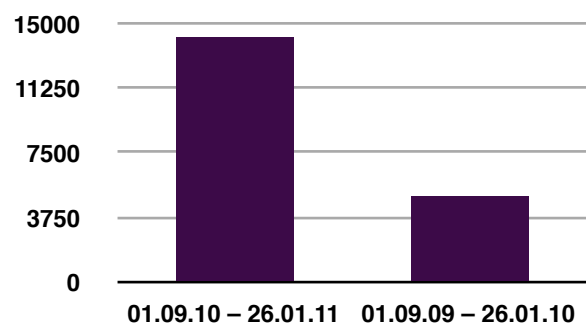
As you can see from the statistics below, the park made a massive increase in both volume of park bookings and the actual amount of revenue generated through online sales.

01.09.10 – 26.01.11

Online Bookings Value	£14,191
Online Bookings Volume	49
Average Booking Value	£289.61

01.09.09 – 26.01.10

Online Bookings Value	£5001.05
Online Bookings Volume	18
Average Booking Value	£277.84



% Comparison

Online Bookings Value increased by 184%
 Online Bookings Volume increased by 172%
 Average bookings were £11.77 more expensive