

## CASE STUDY

# Search Engine Optimisation

CLIENT: R O V E  
HOTELS

SECTOR: HOSPITALITY

## BACKGROUND STORY

Rove Hotels, a joint venture between Meraas and Emaar Properties PJSC, offers modern and efficient accommodation in nine well-connected locations across Dubai. Nexa was tasked with creating a search marketing strategy to help Rove Hotels recover from the Covid-19 pandemic and compete with other hotels and online travel agencies. Nexa built a data-led SEO plan to reach Rove's target audience and ensure the Rove website reached users seeking a stay in Dubai.

## OBJECTIVES

- Increasing Rove's Search Visibility for strategic keywords on Google as this would ensure that the site reaches high-booking intent users.
- Increasing organic search and impressions
- Increasing numbers of Users, New Users and Sessions
- Increasing website visibility for location based keywords
- Driving more qualified traffic to the website.
- Improve website loading time and creating a fast-response strategy for any core vital issues that arise
- Target other search engines including Bing, Yahoo and Duck Duck Go that may have been ignored by competitors given Google's dominance and market share of search queries in the region

## CHALLENGES

- Difficulty in achieving top ranking for location-based keywords
- Traffic to the website was low and unqualified.
- Assessing the competition: Other local hotels and the large, international Online Travel Agencies (OTAs) had already established a strong SEO presence over the years and the competition was palpable.
- Covid-19 negatively impacted the business which caused them massive loss in revenue
- Online bookings/reservations were low in volume when we started the project.
- Little or no presence on other search engines limited audience reach

## SOLUTIONS

- Increase keyword rankings, both branded and non-branded, through continual review and refinement of keyword activity
- Increase referring domains for the website from 1,000 to 1,200+ and improve Ahref ranking through link building, keyword research, competitor analysis, rank tracking, and site audits
- Increase traffic from other search engines such as Bing, Yahoo, and Duckduckgo through website optimization
- Increase organic revenue by improving user experience
- Continually review and refine strategy through data-driven analysis of keyword activity and search shifts.

## RESULTS

**50%** Increase in keyword visibility in 12 months

**95%** Increase in keywords which are visible on Google search on the first page

**89.41%** Increase in users

**80.62%** Increase in sessions

**50.90%** Increase in transactions

**129.11%** Increase in revenue

**1:55.9  
return** on Rove Hotels' investment with Nexa.