



## Case Study:

### A Bed and Breakfast Business in Cowes, Isle of Wight

#### Background

At the end of 2007, this client relocated from the UK mainland to Cowes on the Isle of Wight, to establish a new Bed and Breakfast business. She realised that one of the major challenges would be to build awareness and attract new guests to a business with no prior history.

#### Objectives

From the very outset, the client's objectives were to establish an internet presence that not only gave visitors a good appreciation of the accommodation available, but also featured highly in the Search Engines. Given the large number of well established B&B's and Guest Houses in Cowes, she realised that this would require working with the right partner. Finally, given that this was a new business, the costs needed to be tightly capped.

#### Solution

The client had already worked closely with Empowered Sourcing Solutions in a previous role, and entrusted us to turn her requirement into reality. Working within the restricted budget, it was decided to focus on building the web-site around highly targeted search terms – namely variants of “Bed & Breakfast” and the location, “Cowes”. With an SEO strategy in place, the other differentiator was to ensure that we had high quality photographs of the guest accommodation to ensure that people finding the web-site could properly appreciate the quality of accommodation available.

#### Result

Within a couple of months the new web site was established and starting to feature well in Search Engine results. Before long, this establishment consistently outperformed all of the other Guest Houses and B&B's across the board for searches based on “B&B Cowes”, “Bed and Breakfast Cowes” and other variants. The web site very quickly became the source of the overwhelming majority of bookings.

#### Aftermath

The Client was delighted to have continued her relationship with Empowered Sourcing Solutions, and subsequently commissioned a second web-site for a self-catering property that she also owned.

*She adds “Life has been quite busy and the phone rings every day with an enquiry or booking, we have had a lot of good feedback and people like the website and what they see. I have currently 3 weddings weekend bookings, I am accommodating with one the groom on the Friday night and bride and groom on the Saturday night. I am full for the festival, and weekend bookings for some sailing events including the round the island (full). I have had a few company bookings for people working on the island etc. I even have a confirmed booking for someone sailing through the season accommodating 12 weekends and 3 day event. Thanks to you for doing such a good job on the website.”*