



WHITE STONE  
MARKETING

CASE STUDY

# Old Monterey Inn

MONTEREY, CALIFORNIA



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With a web site design approaching the decade mark, Old Monterey Inn was in need of a site conforming to modern digital design standards.

In 2012, new owners Lawrence and Katy Havlick launched a new White Stone site coupled with a fresh set of Jumping Rocks photos and a new room pricing strategy. While a sizeable marketing investment, it's one that has paid for itself 6 times over in only 5 weeks.

Comparing the increase in 2012 to 2011, the website paid for itself in seven days.

## Here's what happened.

March 28 - May 7, 2012 compared to the same time frame last year.

### SEO

- 15% increase in total site visitors
- 19% increase in organic Google Traffic

### Quality

- 20% increase in pages/visitor
- 27% increase in avg visit duration

### Pick a Room

(step 2 of checking availability)

- 74% increase!
- From 14.6% up to 25.4%

### Revenue

- Booking revenue up 118% for an increase of \$68,745 which paid for the new web site six times over in five weeks.

The only stat that went down was the average value per booking. This is a direct consequence of the client lowering their rate as we instructed them to do. However, the lower rate increased sales and ultimately their bottom line.

