



Given the success we've had in the international resort and entertainment industry, Helix House is extremely confident that our team of experts can provide you with the results you're looking for in this competitive industry. We offer a wide variety of services that all work together to increase online presence, brand image, growth, and conversion rate.

HOTEL PLAYA MAZATLAN

Given that the international resort and entertainment industry is extremely large, competitive, and lucrative, it's vital to stay ahead in terms of investing in marketing by consistently achieving growth and developing a strong online presence.

We have previously worked with Hotel Playa Mazatlan, a 4.5 star (1445 reviews on trip advisor) resort located in Mazatlan, Sinaloa, Mexico, where we achieved enormous success through organic search rankings, PPC advertising, and social media management.

SNAPSHOTS

Facebook Likes:

January 2013: 7,800

December 2014: 36,000

362% Increase

Facebook Users Reached:

248% Increase

Website Visits:

January-July 2013: 202,486

New Visitors: 135,982

Paid Search Visitors: 12,904

67% of all visitors in Jan – July 2013 were new visitors

Website Analytics:

Bounce Rate: 37.29%

Average Pages Visited: 4.55

Average Time Spent: 4:40 minutes

FACEBOOK OVERVIEW

Over the course of 2013, our first year with Hotel Playa Mazatlan, we increased their Facebook page likes from 7,800 to nearly 16,000, a **105%** improvement in likes within the year.

This increase in likes was complemented by some posts reaching over 4,000 users, receiving engagement from 450 people. This was an increase from 420 to 1,463 users reached on average, an improvement rate of **248%**.

Along with branding, one of our primary focuses is leveraging social media accounts for your business to both create and expand awareness. Therefore, we push the notion that more users who are viewing and interacting with your content grows your online presence, which directly leads to an increase in conversions.

Success continued in 2014, when Facebook page likes increased to over 36,000, a **362%** increase from starting in 2013.

WEBSITE & ORGANIC SEARCH OVERVIEW

Over a 6 month period in 2013, Hotel Playa Mazatlan's website received a total of 202,486 visits, with 135,982 (67%) of those being new visitors. Nearly **100,000** of these were through improved organic search rankings achieved through our SEO efforts.

Analytics reflecting the entire year of 2014 saw dramatic improvement from the campaign as well, as the website received more than 230,000 visits, reaching nearly **1 million** page views. Rankings for terms such as "hotel in Mazatlan" and "Mazatlan hotels" were on the first page of search results.

Another 12,904 of these visits in the 6 month overview of 2013 were from paid search, with an average CPC of 23.19. What's naturally more important than these huge numbers is user activity once they are already on the website. During this time period, the bounce rate was only 37.29% and users were looking at 4.55 pages of the site on average, spending an average of 4:40 on the site.