

## Case Study

# Paradise Palms Motel Mulwala

## The value of an annual digital health check review



Paradise Palms Motel Mulwala is not unlike a lot of motels throughout Australia, but they have one main difference; an owner who recognises that she can be doing things better, is open to change and values quality advice.

Paradise Palms is the perfect group and family holiday accommodation, with 12 non-smoking rooms catering for single travellers, couples, groups, contractors and families alike. There are a variety of rooms in this Lake Mulwala motel and each is equipped with queen-sized beds, internet, flat screen TVs with Foxtel and reverse-cycle air conditioning.

Before finding WWWART in early 2017, motel owner Sophie Taylor had worked with two other website developers since purchasing the motel in 2010. She was becoming increasingly frustrated and feeling undervalued. She was looking for someone she could rely on, with whom she could speak one-on-one and develop an ongoing relationship. Sophie was looking for a provider that was personal, professional and could advise on potential ways to increase direct bookings and grow the business long-term.

Due to business growth in recent years, Paradise Palms is now planning to extend its accommodation stock and appeal to a new market, while sustaining its current customer base.

"I have the pleasure of working with WWW.ART Design Services. We have a trusted, reliable working relationship where each consultation feels like a coaching session. We discuss ideas, work on developing new initiatives for business growth and implement changes for improvement and the longevity of our brand and online presence.

Working with WWW.ART gives me peace of mind that I am being looked after properly. I value our one-on-one sessions and the fact that I can send a quick email and be advised on an outcome. I have every confidence in Fiona and her team for a long-standing relationship well into the future."

Sophie Taylor • Paradise Palms

## ✓ The Challenge

Sophie admits she didn't understand the value of branding or how important it was to the success of a business. Neither of her previous web developers had suggested reviewing the business branding or how it could improve awareness of her business and her website.

However, Sophie's biggest disappointment was the realisation she was being charged a lot by a website developer to rank for selected keywords in Google search results. She had paid \$3,000 in the first year and was invoiced \$7,000 in the second year for the same service. With mixed results Sophie decided not to continue with the search results program and then had another experience with the provider that completely broke any trust she had.

## ✓ The Approach

As Sophie had been seriously burnt by previous website developers we worked to earn her trust. Initially we helped sort her domain name ownership and made sure she had control of these business assets. We were able to build confidence by talking in a language that she could understand and discussed the process we would take to find a solution to the problems that she was encountering.

Once Sophie started working with WWWART everything flowed. We established a unique logo, business cards, letterhead, brochure and website that targeted her ideal customer. Guests now comment on her branding; stating how professional it looks. They also say that they know they are in the right place because the logo on the website and responding emails are the same as the sign.

The information centres in Corowa and Yarrowonga have also been influenced by the new branding; approaching Paradise Palms to develop packages they can use to promote visitation to their regions.

With the development of a new website also came better Google results at no additional cost. In May 2017 Paradise Palms didn't rank number 1 for any of their targeted keywords. Now, with the benefits provided by our Annual Health Check service, and making adjustments as required, they are maintaining several number one Google rankings and Group Accommodation bookings have increased significantly.

## Results

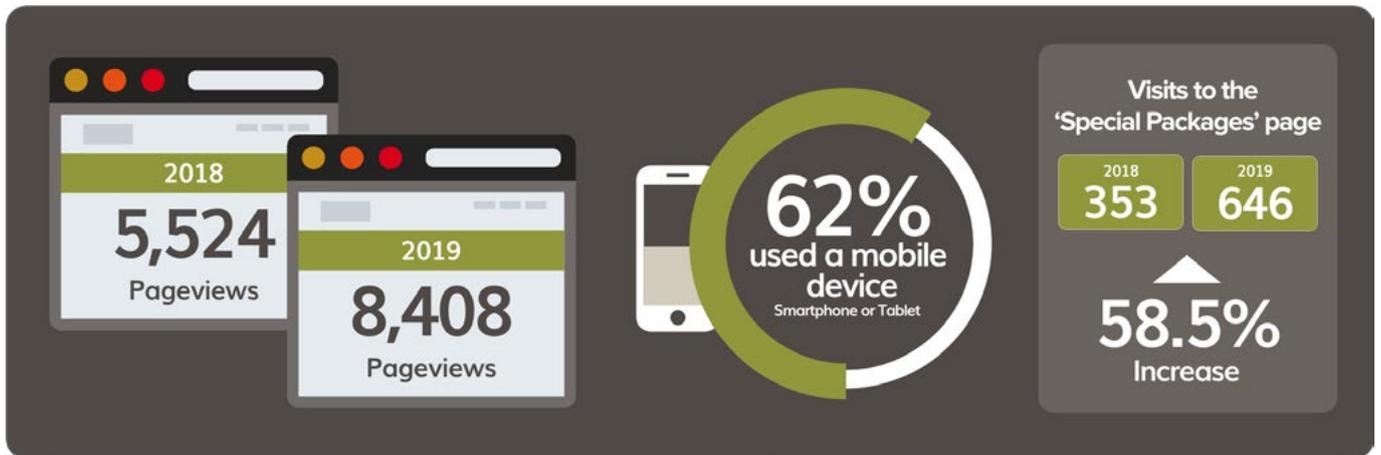
"Branding and a website are like building blocks for everything else that you do. Direct bookings this time last year were around 40%; this year they are over 80%, considerably reducing the amount we are paying in commissions to other booking sites

We have achieved this through your Annual Health Check consultations where WWWART offer advice on new technologies, more efficient ways of attracting customers, different approaches to using social platforms and then implementing this advice into our business.

I no longer worry about the website and how it is performing because we have our Annual Review where we make a list of things to work on each year. This saves me hours; I now have time to focus on other ways to bring customers to the business and serve them better."

**Sophie Taylor** • Paradise Palms Motel Mulwala

## ✔ Website Stats



## ✔ Return on Investment

Direct bookings have increase from 40% to 80% of total bookings due to participating in the WWWART Annual Health Check service.

