

# How HHI Hotel BOOSTED SERP RANKINGS & DIRECT BOOKINGS WITH SHILABS

**40%**

Rise in direct bookings through the website.

**160%**

Increase in organic website traffic within six months.

Increase in organic website traffic within six months.

## Meet the Business

HHI Hotel is a premier name in the hospitality industry, offering luxury stays and world-class experiences. With a commitment to providing exceptional service, HHI caters to both business and leisure travelers. As a leader in the competitive hotel industry, they sought to improve their **online visibility, search engine rankings, and direct bookings.**



## The Challenge: Increasing Direct Bookings

Despite having a strong reputation, HHI Hotel wanted to attract more direct bookings and reduce dependency on third-party booking platforms. SEO was already part of their marketing strategy, but they needed a stronger digital presence to compete in a highly competitive market.

That's when HHI Hotel partnered with **SHILABS**, and the results speak for themselves.

“*SHILABS transformed our online presence, boosting both visibility and direct bookings.*”  
— HHI Hotel

## Strategic Solutions to Drive Revenue

Understanding HHI Hotel's goal of increasing organic traffic and direct reservations, the SHILABS team developed a custom SEO strategy, including:

● <b>Keyword Research &amp; Optimization</b>	Focused on high-intent keywords like "Luxury Hotel in Bhubaneswar," "5-Star Hotels near Puri," and "Best Staycation Packages."
● <b>Technical SEO Enhancements</b>	Improved website speed, mobile responsiveness, and structured data markup for rich snippets.
● <b>Content Revamp &amp; Blogging</b>	Created city guides, travel tips, and experience-based content to engage users.
● <b>Local SEO &amp; Google My Business (GMB) Optimization</b>	Optimized HHI Hotel's GMB listing, gathered more guest reviews, and used local citations.
● <b>Link Building &amp; PR Outreach</b>	Partnered with travel bloggers and tourism websites for high-quality backlinks.

## Seeing The Results: HHI Hotel's SEO Success

HHI Hotel came to SHILABS with the goal of increasing direct bookings and organic traffic—and the impact was remarkable.

**178%**  
Increase in Organic Website Traffic

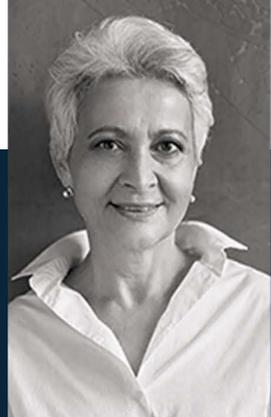
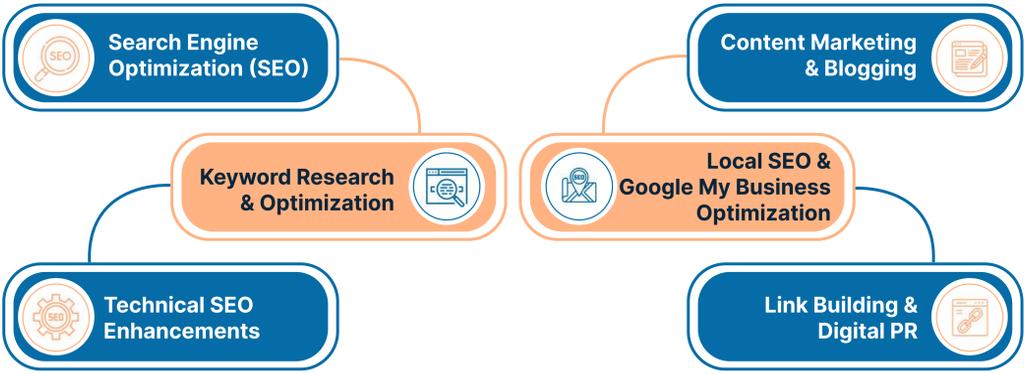
**120%**  
Growth in Direct Bookings

Higher Rankings for Competitive Hospitality

With a tailored SEO plan in place, HHI Hotel saw a significant boost in high-intent visitors who were ready to book directly—helping them increase revenue and reduce reliance on OTAs.

- ✓ **Top 3 Google rankings for competitive hotel-related keywords.**
- ✓ **Enhanced brand credibility with improved customer reviews and local search presence.**

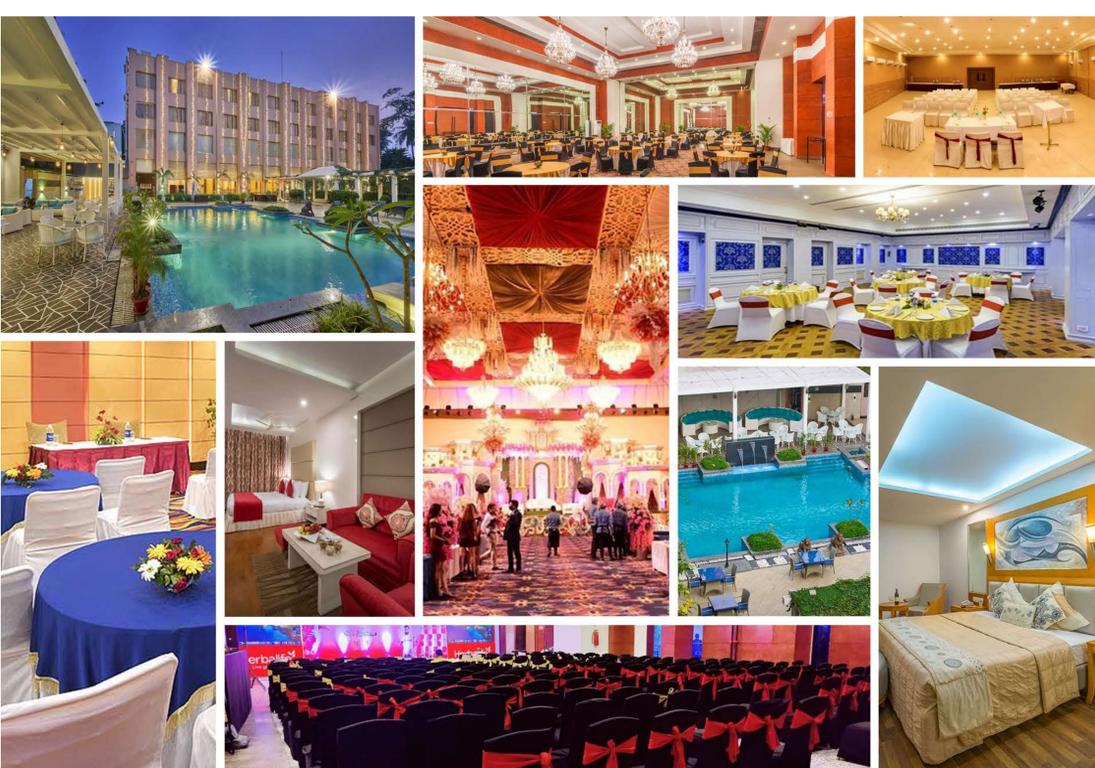
## Services Used



“*SHILABS has been a fantastic partner in helping us enhance our online presence. Their expertise in SEO and digital strategy has significantly boosted our visibility and direct bookings.*”

— HHI Hotel

## Visual Insides



## Boost Your Direct Bookings with SHILABS

Having SHILABS as a digital partner has been a game-changer for HHI Hotel. If you're in the hospitality industry and want to attract more guests, increase conversions, and improve your SEO performance, we're here to help.

**Get in touch with SHILABS today** and let's craft a strategy that drives real results!