

Amadeus Boosts Bensaude Hotels Collection's SEO, Driving +27% in Organic Traffic



BENSAUDE
HOTELS
COLLECTION®



Client Overview:

The [Bensaude Hotels Collection](#), a distinguished hospitality group based in Portugal, has built a legacy of delivering exceptional experiences in the hospitality sector. The hotels' portfolio includes exceptional properties spread out across three of the enchanting Azores Islands – São Miguel, Terceira, and Faial – as well as Lisbon.

The Challenge:

The hotel chain, like many other properties in the hospitality industry, encountered numerous challenges during the COVID-19 pandemic. To continue meeting and exceeding their guests' expectations, the Bensaude Hotels Collection needed to transform their online presence in response to the changing landscape and evolving traveler preferences.

Amadeus' Media team took on the challenge of revitalizing the hotel collection's web performance. The main objective was to increase its online visibility and search engine rankings, ensuring a prominent placement in search results.

Achieving this required the strategic optimization of website content, technical improvements, and a comprehensive overhaul to drive organic traffic. By enhancing user experience and boosting website authority, the team aimed to elevate the group's online presence and increase conversions.



The Strategy:

In 2023, Amadeus embarked on a comprehensive Search Engine Optimization (SEO) campaign to elevate the Bensaude Hotels Collection's web performance. The campaign included monthly SEO actions, starting with text optimization of web pages with high impressions but low click-through rates; a competitor analysis to provide the client with keyword and back-link gaps; and adjustments to alt tags, redirections, and any other areas that were experiencing errors.

Beyond these initiatives, Amadeus also supported the client with various additional requests, including market data analysis and the creation of channel groups in Google Analytics 4: creating specific default channels coming to the website – such as Direct or Organic – that provide the customer with a more accurate analysis of website data.

The Results:

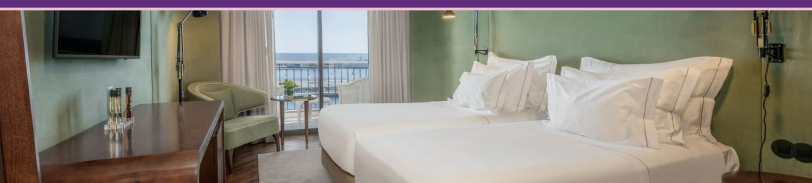
- The campaign led by Amadeus' Media team had a remarkable impact: Organic traffic increased by **27%** year-over-year.
- Revenue growth increased **49.5%** in the first two quarters, year-over-year.

Attributing this achievement to the collaboration with Amadeus, they expressed their appreciation for the outstanding results:



Launching a brand new website in September 2020 was the best decision we could have made and we're glad to have chosen Amadeus as our website partner agency. 2023 was an extraordinary year and our website performance was a key part of it. We've managed to break previous all-time revenue records, including the highest-ever monthly volume, and in some properties, the website was actually the best performing channel, surpassing some of the usual dominating OTAs. Amadeus' invaluable support and its team dedication to the Bensaude Hotels Collection digital project has been critical throughout this long, demanding but very rewarding journey.

Nuno Valinhas,
EBusiness Manager,
Bensaude Hotels Collection



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