

CASE STUDY: LOUVRE HOTELS GROUP

Welocalize Drives Site Traffic + Increase Conversion

Louvre Hotels
GROUP

OPTIMIZED MULTILINGUAL CONTENT FOR OVER 300 HOTEL DESCRIPTIONS ACROSS 12 LANGUAGES

THE CLIENT

Louvre Hotels Group is a global hotel and travel industry leader with six major brands and more than 1,200 hotels in 47 countries including the well-known Tulip Inn, Golden Tulip and Royal Tulip brands.

THE OVERVIEW

Louvre Hotels Group outlined specific business objectives that related to their localization program: to drive site traffic and increase conversions to increase global revenue and growth. They also wanted to provide a great user experience for customers all over the world.

CLIENT CHALLENGE

Multilingual SEO is the backbone of any global search marketing campaign. Global digital content must be readable, targeted, accessible and searchable to successfully drive revenue. To increase revenue and international reach, Louvre Hotels Group needs sites to attract traffic from all over the world and has to ensure the best user experience. This meant all content for current and planned hotel brands within the group needed to be localized and optimized for search in each geographic territory. Having relevant content in the native language would improve the user experience and confidence in the brand, ultimately resulting in increased online bookings and revenue.

In order to maximize ROI, Louvre Hotels Group also needed to identify which languages to prioritize, based on detailed search volume analysis corresponding to their broad portfolio of hotels and by language.

WELOCALIZE SOLUTION

As the chosen Language Services Provider (LSP), Welocalize works closely with Louvre Hotels Group to design and implement a value-adding localization strategy to support their overall business strategy and international growth objectives.

The first phase involved a detailed seven part analysis of current Louvre Hotels Group websites. The analysis allowed Welocalize to design a detailed expert SEO and global content strategy which would:

- ✓ Identify the best revenue creating opportunities
- ✓ Improve search rankings and traffic
- ✓ Provide compelling, converting content
- ✓ Optimize existing and new pages
- ✓ Increase revenue

Dedicated Welocalize teams provide rich and compelling source content in English for Louvre Hotels Group various websites. All source content is translated initially into 12 target languages and SEO optimized for each country to ensure Louvre web content is more visible in search engines across the world.

FACTS

175 LANGUAGES
700+ EMPLOYEES
16 GLOBAL OFFICES
4TH LARGEST US LSP*
9TH LARGEST LSP WORLDWIDE*

*SOURCE: COMMON SENSE ADVISORY, 2015

OFFICES

USA
UK
IRELAND
ITALY
GERMANY
CHINA
JAPAN
ROMANIA

HEADQUARTERS

241 EAST 4TH ST.
SUITE 207
FREDERICK, MD 21701
T: 301.668.0330
T: 800.370.9515
SALES@WELOCALIZE.COM
WELOCALIZE.COM

CASESTUDY: LOUVRE HOTELS GROUP

Welocalize Drives Site Traffic + Increase Conversion

Louvre Hotels
GROUP

THEFEATURES

- ✓ Localization Strategy Consulting
- ✓ Review + Analysis of Existing Web Content
- ✓ Creation of SEO + Content Strategy
- ✓ Creation of Source Content
- ✓ Translation of Website Content for Selected Louvre Brands
- ✓ 12 Languages
- ✓ Optimization of All Content, Meta Data + Page Elements
- ✓ Localization Workflow Management

THEBENEFITS

- ✓ In-Depth Analysis to identify Profitable Languages
- ✓ Best Use of Available Budget + Best ROI
- ✓ Expert SEO Increased Traffic by 20%
- ✓ Visitors Conversions has Increased by 100%
- ✓ Increased International Site Traffic + Bookings
- ✓ Improved Process Management
- ✓ Streamlined Workflow

SEARCH ENGINE OPTIMIZATION

"We chose Welocalize because they have worked with some of the biggest online companies and have incredible experience within the online travel industry. They have the scale and expertise to help reach our global, digital audience and ultimately meeting our international business objectives. It is a strong partnership. We are looking forward to a long and mutually beneficial relationship."

Luca Gerini, E-Commerce and Mobile Director, Louvre Hotels Group

ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. WELOCALIZE.COM

welocalize 
doing things differently