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HOSPITALITY

How to improve organic visibility

FOR THE HOTELS OF A HOTEL GROUP

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HOW TO IMPROVE ORGANIC VISIBILITY FOR THE HOTELS OF A HOTEL GROUP

KEY WINS

20+

go-live e
replatforming

+27%

average ranking

+10%

Impressions
from branded
queries

MAIN CHALLENGE

HNH Hospitality Group has undertaken a digital transformation journey to improve performance, design, and the ability of its websites to generate business. Over more than five years of collaboration, a data-driven strategy has guided interventions in Digital Analytics, UX, and advertising campaigns, with SEO as a central pillar for sustainable organic growth.

The main objectives have included the **technical optimization** and **user experience improvement** of the websites to increase conversions, the enhancement of online visibility through an ongoing SEO strategy, and the development of **targeted editorial content** designed to capture localized informational searches.

HOW TO

The approach was based on **revising the information architecture** and implementing **targeted SEO strategies**, with a focus also on international markets. The website redesign and replatforming were optimized on a solid SEO foundation to preserve and increase visibility. In parallel, an editorial strategy was developed, oriented toward search trends, to enrich content and attract new users.

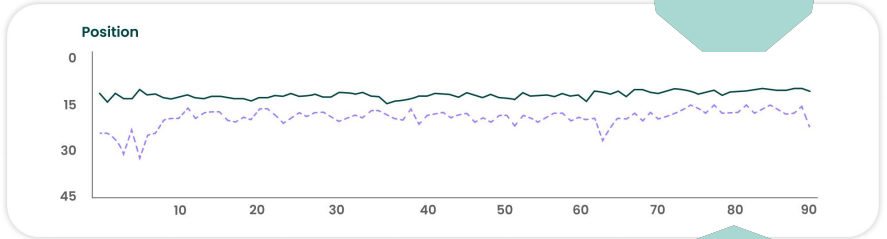
Results of a specific property:

Almar Giardino di Costanza Mazara del Vallo

Improvement in average ranking:

+45%

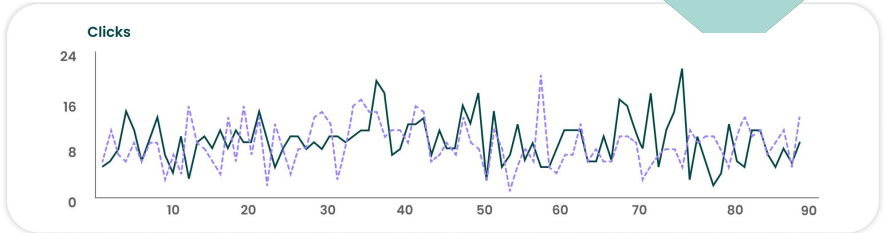
Q1 2026 vs 2025



Increase in organic traffic from non-brand searches:

+6%

Q1 2026 vs 2025



WANT TO LEARN MORE?
LET'S TALK :)

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