

CASE STUDY

Magpie Retreat dominates online bookings & Google Rankings by using Nodal CMS & Landing page solution



Magpie Retreat, a boutique homestay in Bhimtal, India is located within the beautiful ranges; the Himalayas. This luxury guest house is one of the best holiday rentals in India.

•magpie-retreat.com



The Challenge

- Magpie Retreat had been struggling to build its brand and wanted to get more commission free direct bookings to its property.
- They also wanted a fast website to counter the effect of slow network connections in the hills, the website also had to deliver an optimum experience on mobile as they were targeting mobile users and vacationing millennials.

The Approach

- Nodal CMS was optimized with powerful mobile optimizations, such as whatsapp and Google API integration. This was done to enhance the booking process and streamline the user experience. In addition hubspot integration along with Google Ad-Words helped the property keep a high occupancy; even in the lean season

Partnering with Nodal Direct

- The partnership started with building a custom site and CMS and grew into a full stack- solution. Including Ad-Words, Landing pages as well as regular SEO.

The Results

- Since a year from this partnership Magpie now has a steady stream of bookings, even in the off-season. In addition Magpie has now added experiences as well and is adding more properties to its brand and becoming a multi-city hospitality brand.

“Thanks to Nodal Direct, we doubled our direct bookings and were able to increase visibility. This has allowed us to venture into new geographies and segments”

—Managing Director at Magpie Retreat

34%

Lift in YoY lift in YoY lift in YoY traffic growth

100%

Increase in direct bookings

#1

Rank on key business keywords

About Nodal Direct: Whether you're a small business owner or enterprise marketer, Nodal Direct delivers reach, relevance and trusted results to help you grow your business. Learn more at www.nodal.direct

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