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For Immediate Release

Aqua Hotels Increases Bookings with Relevant Searches SEO 2.0

Search Engine Optimization 2.0 Services Allow Hawaiian Resort to Control Campaign Messages and Profitability at the Webpage Level

SHOP.ORG 2009 ANNUAL SUMMIT, LAS VEGAS – September 21, 2009 — [Relevant Searches](#), a [Search Engine Marketing](#) firm pioneering [Search Engine Optimization 2.0](#), today announced that [Aqua Hotels & Resorts](#), a full-service hotel management company, is using its new Search Engine Optimization ([SEO 2.0 services](#)) to manage Aqua's [online search](#) marketing campaigns.

Relevant Searches' SEO 2.0 services give Aqua control over [organic search](#) messages and campaign profitability for individual web pages, which is not possible with other search marketing programs. As a result, Aqua experienced a significant rise in reservations and web traffic in less than two weeks after starting the campaign. (*See related press release: Relevant Searches Delivers SEO 2.0 Services – 9/21/09.*)

Similar to most hospitality companies around the world, Aqua was affected by the worldwide recession in 2008. The company was confident that it offered the best hospitality service and value in Hawaii, but how could it reach hard-hit consumers with its message? Aqua's Director of Internet Strategy, Amber Watt, decided that a search marketing campaign was the best strategy to find travelers who were actively searching for high value in luxury travel.

"The Search Engine Marketing Programs run by Relevant Searches have consistently achieved the highest ROI of any search marketing initiatives we've done," said Amber Watt, director of Internet Strategy at Aqua Hotels & Resorts. "Their guidance, attention to detail and accessibility has helped us immensely during the historic challenges that the Hawaii industry has faced this past year."

Relevant Searches used a pay-per-click advertising strategy for Aqua through the Yahoo! Search Submit Pro program. Relevant Searches' professional team of writers crafted customized listings that would appeal to travelers who were evaluating Hawaiian destinations as well as those comparing resorts around the world. The program included:

- **Keyword Identification and Testing** – discovery of highly enriched keywords and key combinations that produce superior rankings and click-through rates.
- **Customized Creative Development** – Gives marketers control over messaging in search results through hand-written titles and descriptions.
- **Conversion Tracking and Optimization** – Constant ROI optimization through feed enrichment, message refinement and trimming poor performing web pages. Enforcement of campaign business rules for any web page, traffic volume and/or ROI. Up-to-the-minute access to clicks, costs.
- **Daily Feed Updates** – Updated daily to reflect current inventory and pricing – directly into search engines.
- **Real-Time Reporting** – Up-to-the-minute access to clicks, costs and conversions for each web page.
- **Daily Optimization** – Improvement and/or removal of under-performing web pages and campaigns

With Relevant Searches' SEO 2.0 services, Aqua was able to increase their visibility for broader search terms, even outperforming competitors on specific searches.

“Working with Relevant Searches has had a positive impact on both our revenue and brand,” said Amber Watt. “Their unique ability to manage our online marketing campaigns has given us a level of control and profitability not possible with other search marketing programs.”

“It’s always refreshing to see companies like Aqua that understand the importance of leveraging innovative technology and service to reach a targeted audience,” said Maury Domengeaux, CEO of Relevant Searches. “We are pleased that we’ve had a positive impact on Aqua’s revenue and brand. We’re looking forward to continuing to deliver profitable results for the company.”

About Relevant Searches

Relevant Searches is a Search Engine Marketing firm pioneering Search Engine Optimization 2.0. The company offers unique SEO services that put marketers in control of organic search campaign profitability and traffic volume by URL. Relevant Searches' patented Smart Feed™ platform delivers up-to-date, rich search listings that are understandable at a glance. Interactive Marketers significantly improve conversions and search rankings through a combination of professionally hand-crafted listings with deep links and URLs submitted to popular search engines on a daily basis. Campaigns are continually optimized and managed to specific business rules to ensure positive ROI. For more information, visit www.relevantsearches.com.

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