



How to Thrive

Revenue you didn't know you lost



Clockwork
Marketing®





Clockwork Marketing®



Hospitality Marketing Specialists

- ✦ Digital Marketing
- ✦ Growth Websites
- ✦ Brand & Design
- ✦ Gift Vouchers



VisitEngland
Assessment Services



Dom Hine
Growth Specialist



Mark Durber
Marketing Manager

Who loves SEO?



Who loves money?



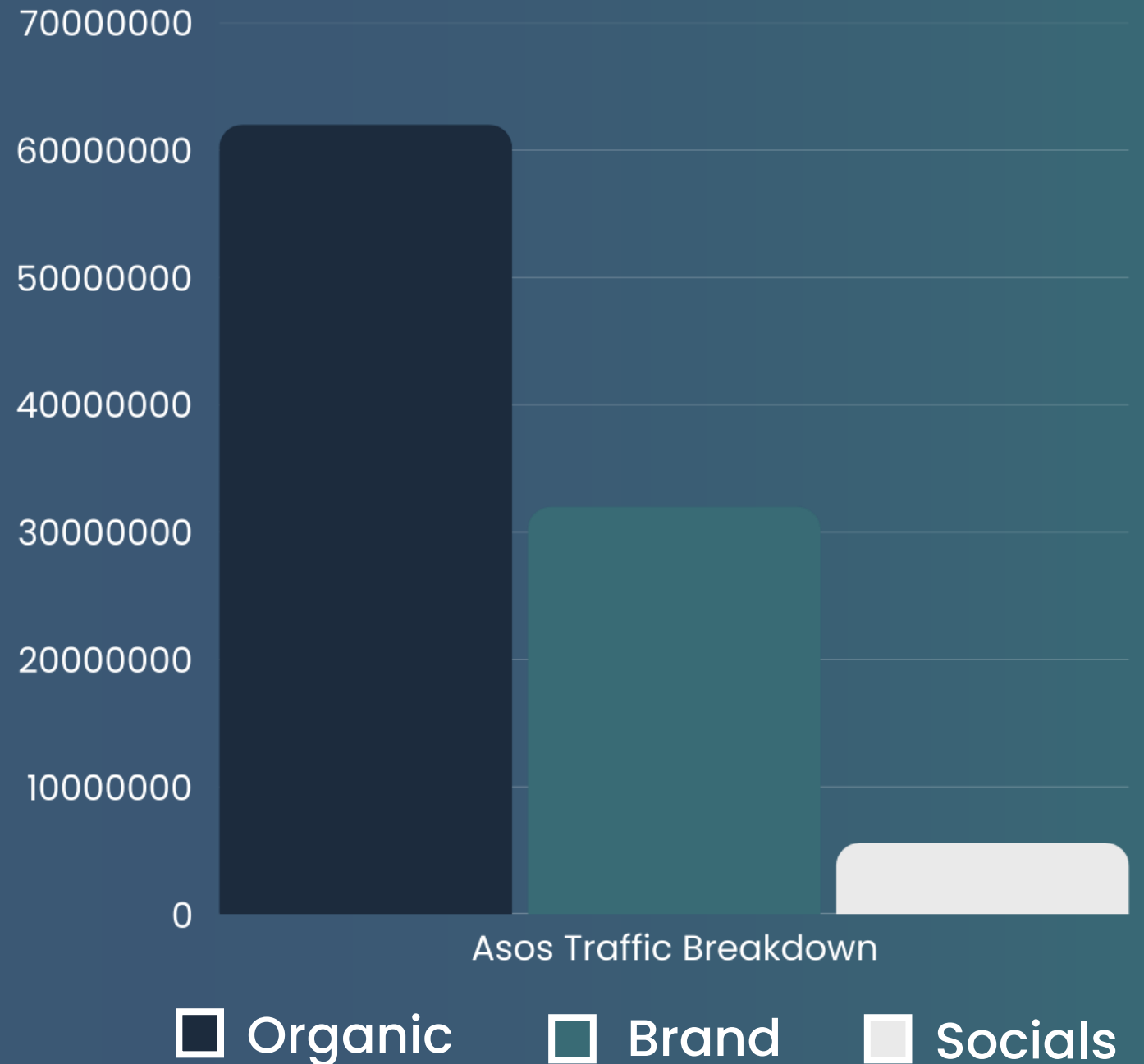
A survey reported by Search Engine Land found that **less than 20% of business owners considered SEO to be "very important" to the health of their business.**



Did you know?



ASOS website traffic breakdown in 2023



Google search accounts for 37% of total revenue, compared to just 2.8% for social media.

43%

Across all of our clients, SEO accounted for 43% of total online revenue!

Why business owners don't.



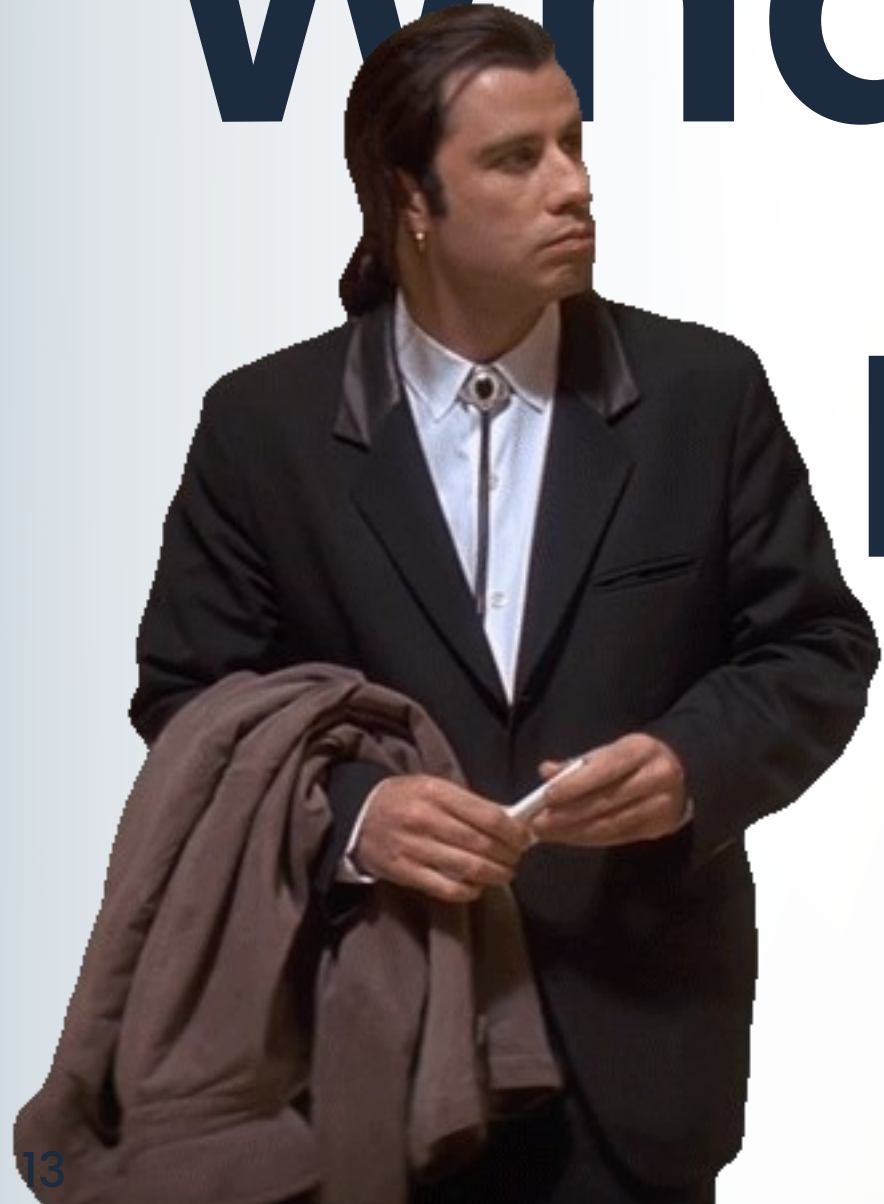
A dark blue Aston Martin convertible is parked on a paved surface under a concrete bridge. The bridge has blue-painted support pillars. The scene is lit with warm, golden light from a sunset or sunrise, creating a dramatic atmosphere. The car's top is down, and its sleek design is highlighted by the lighting.

**This is more
appealing**

This is
complicated



What do you
mean by
SEO?



It's all about
high intent
key phrases

High intent examples

Keyword	Position	Search Volume Per Month	Traffic Per Month
hotels in cornwall	29	12,100	0
hotels in cornwall by the sea	33	1,600	0
cornwall hotels by the sea	37	1,300	0
		15,000	0



These are perfect examples of high intent key phrases. As can be seen, these key phrase types have a very real potential to generate revenue. But only if they rank high enough to generate traffic.

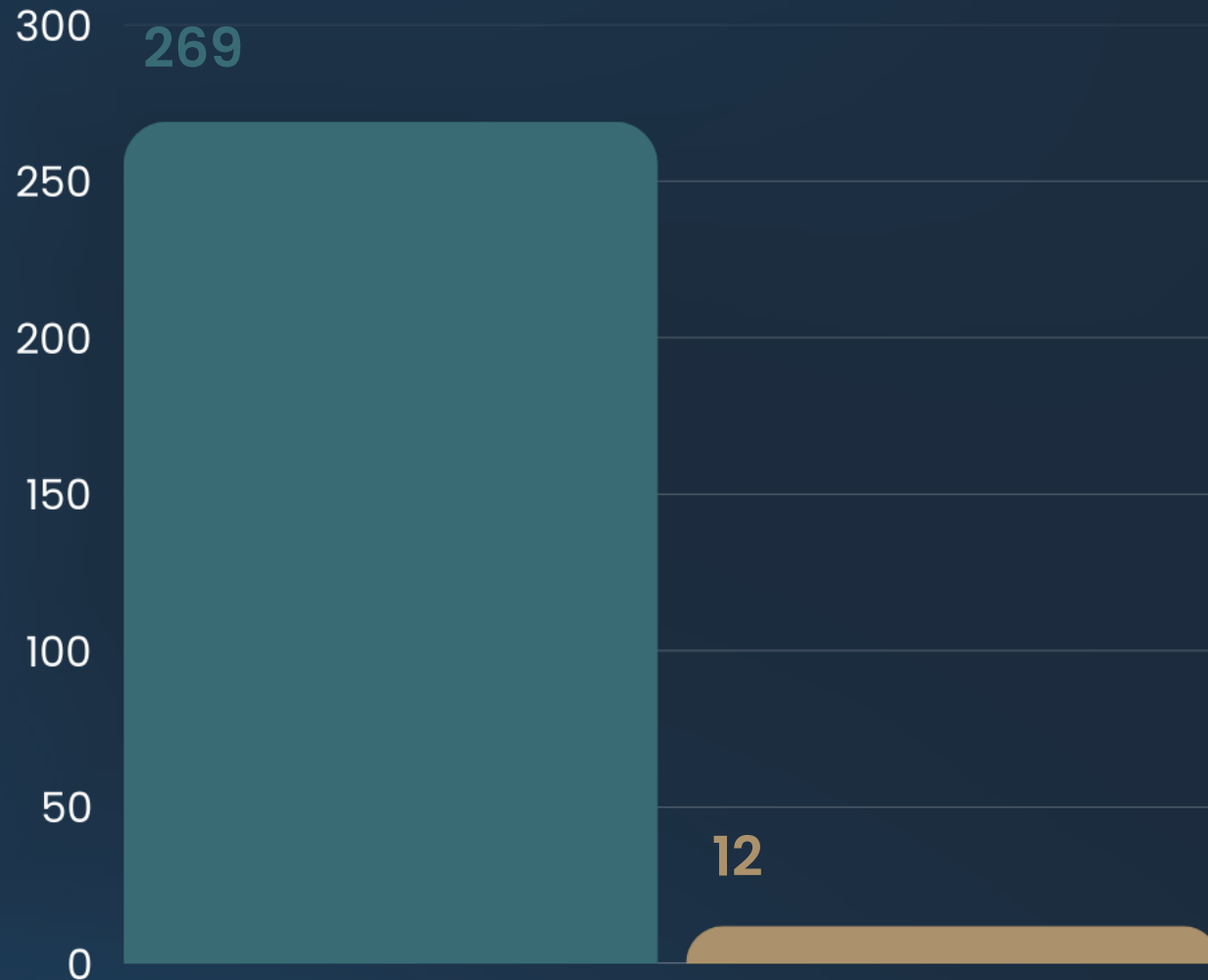


Every key phrase has several searches.



This traffic metric is the average each month from the search potential available.

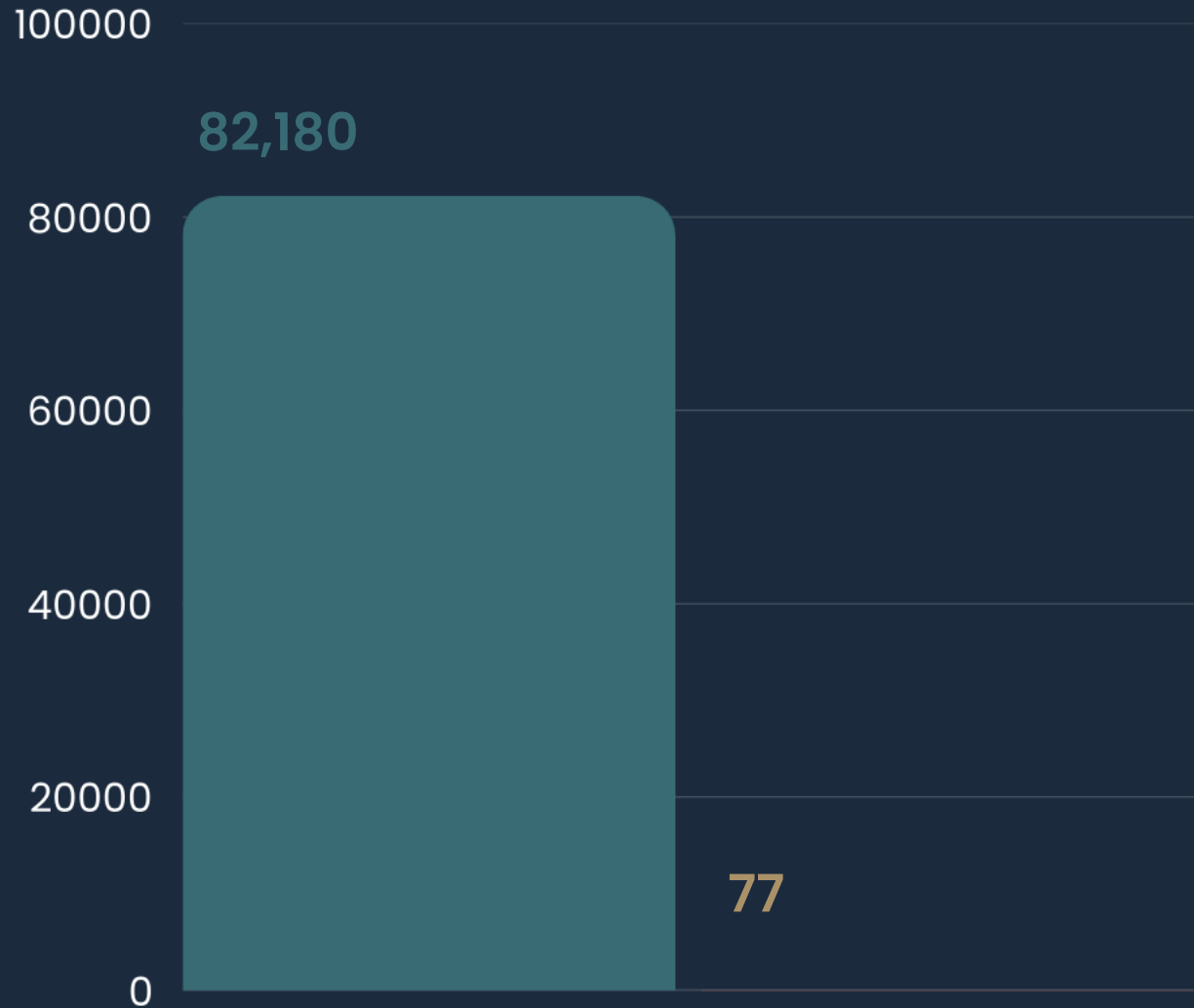
■ Key phrases not generating revenue (ranking outside page 1) ■ Key phrases generating revenue (ranking inside page 1)



This Hotel has
281 high intent
key phrases,
only 12 are in
page 1 and are
generating
revenue.

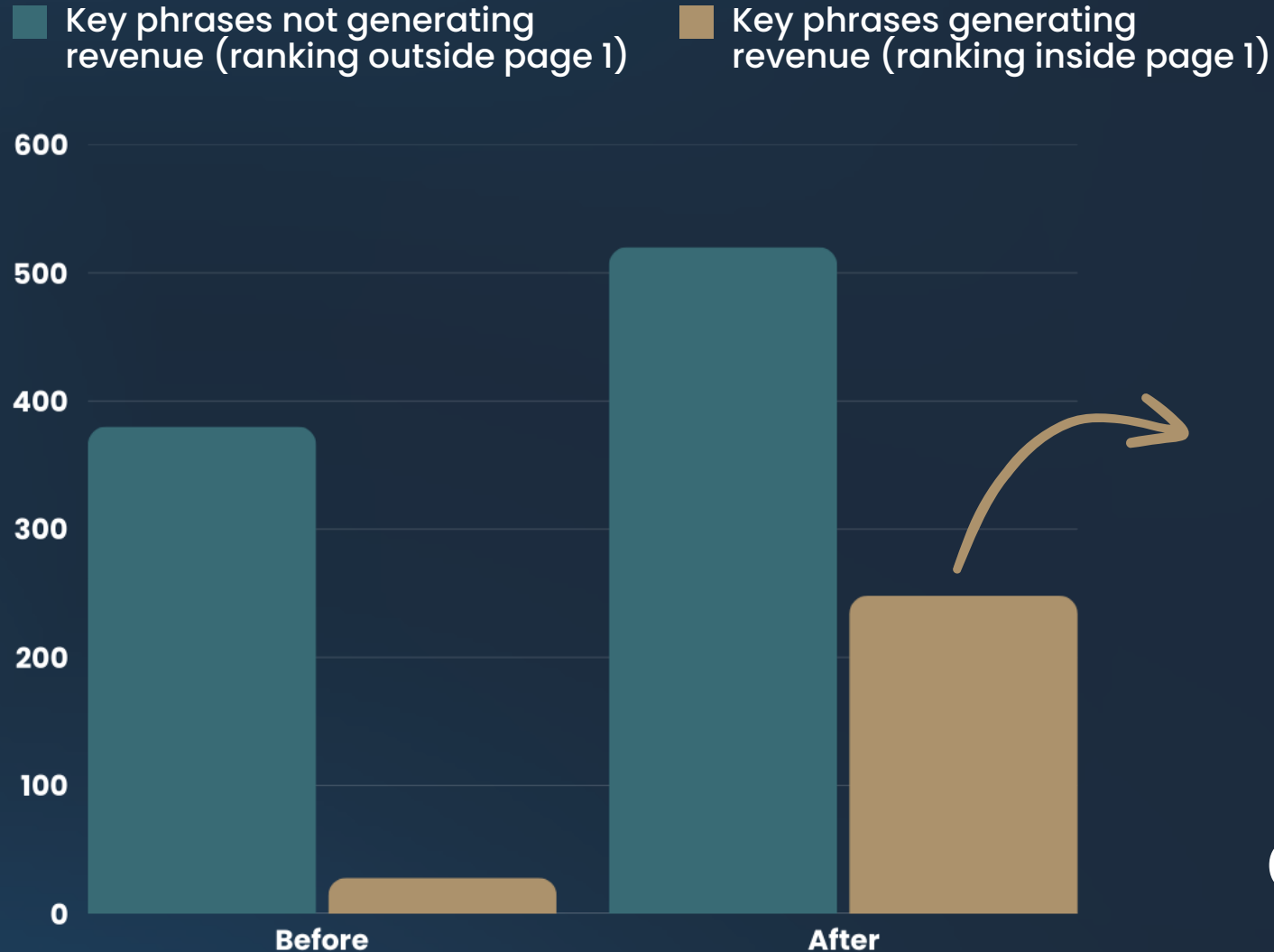
Traffic Potential

■ Potential Traffic Per Month ■ Actual Traffic Per Month



This hotel
generates **77**
website visitors
out of a
potential **82,180**
per month.

Hotel in Newquay



This resulted in
a **110% increase**
in traffic.

And a **272%**
increase in
direct bookings!



**Don't do it yourself.
There's more to it
than meets the eye.**

A row of slot machines in a casino, with the text "Google is an algorithm not a slot machine." overlaid in white. The machines are illuminated with various colors like red, blue, and green, and the background is dark with some blurred lights.

Google is an algorithm
not a slot machine.

What is the
search engine
secret then?

Don't build a
website like this



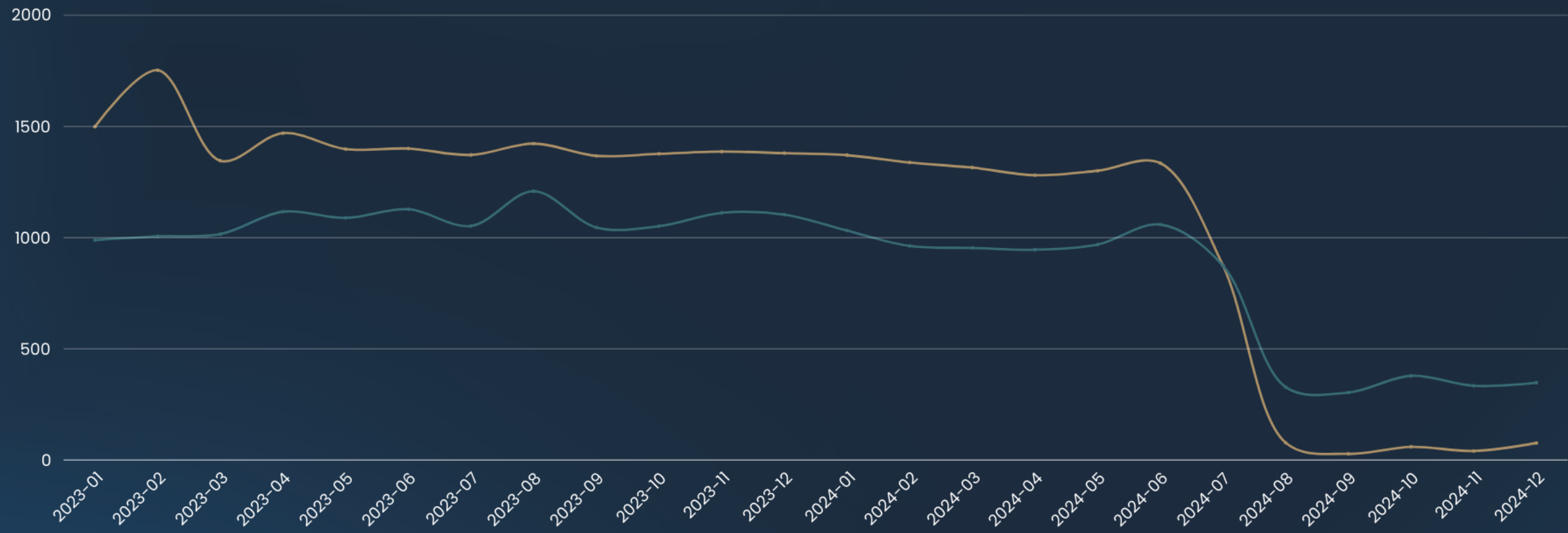


then give it an
engine built for this

Google Traffic & Key Phrase Timeline

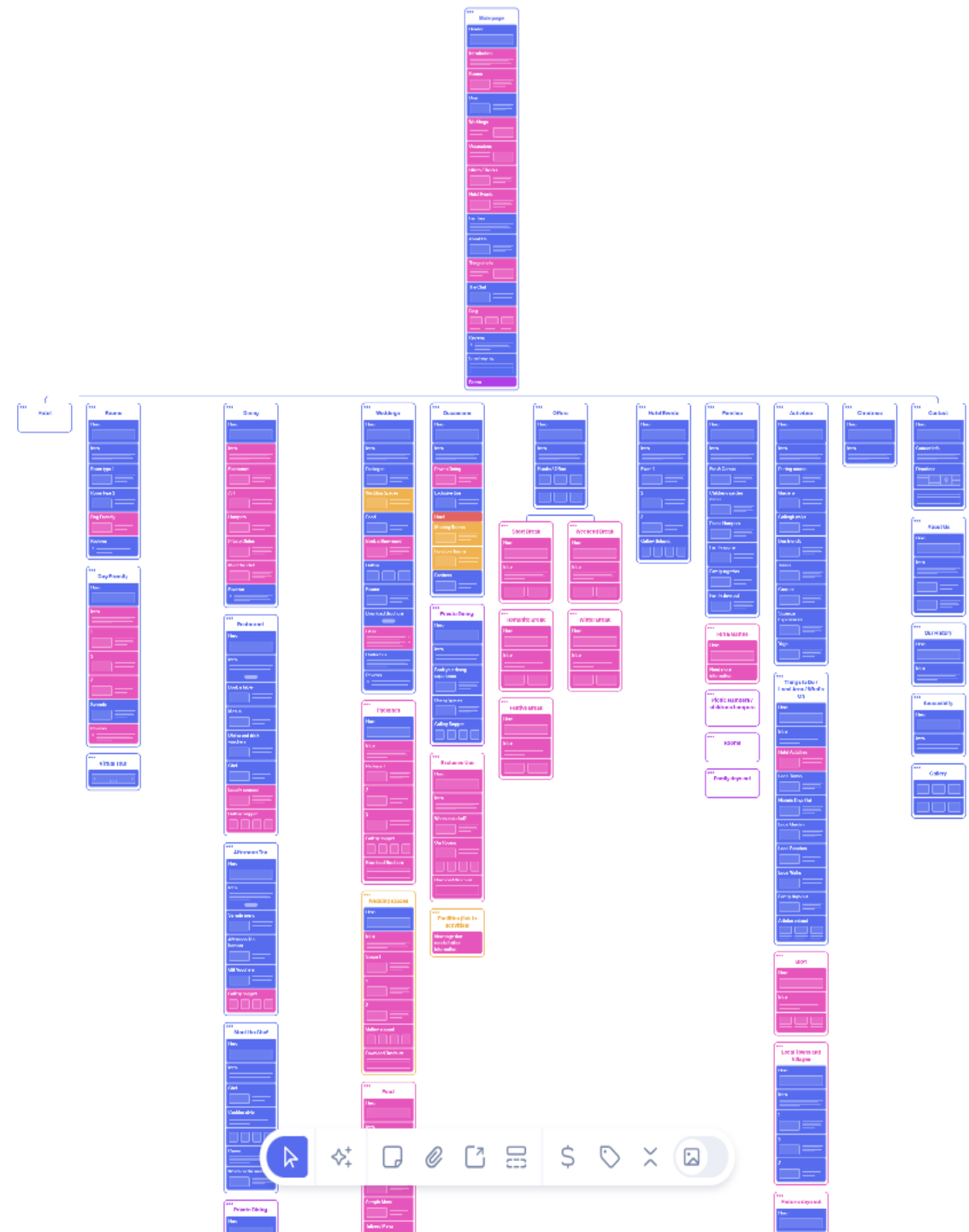
The Classic Nosedive

Organic Traffic Key Phrase Indexing



Qualities of a high performing engine?

- ✦ Nothing is missing
- ✦ Nothing is in the wrong place
- ✦ Efficiently enable fuel
- ✦ Longevity



the inside

The engine is built with purpose. Nothing is missing nor out of place. Every page of a website and every section within each page must support the SEO purpose. The purpose is performance.

the outside

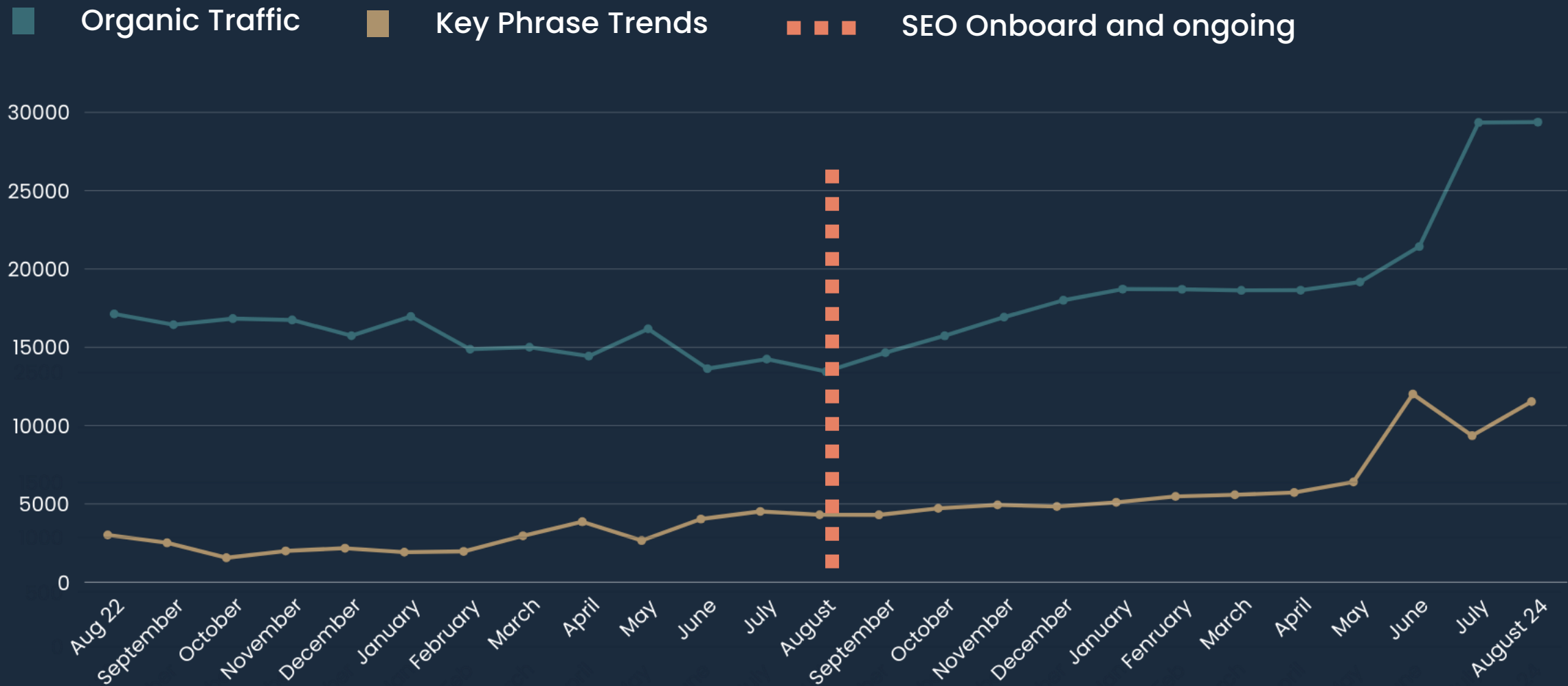
An Aston Martin is beautiful on the outside and enables the purpose of the inside. If it wasn't beautiful, no matter how fast it goes, nobody will want it and the same is true vice versa.



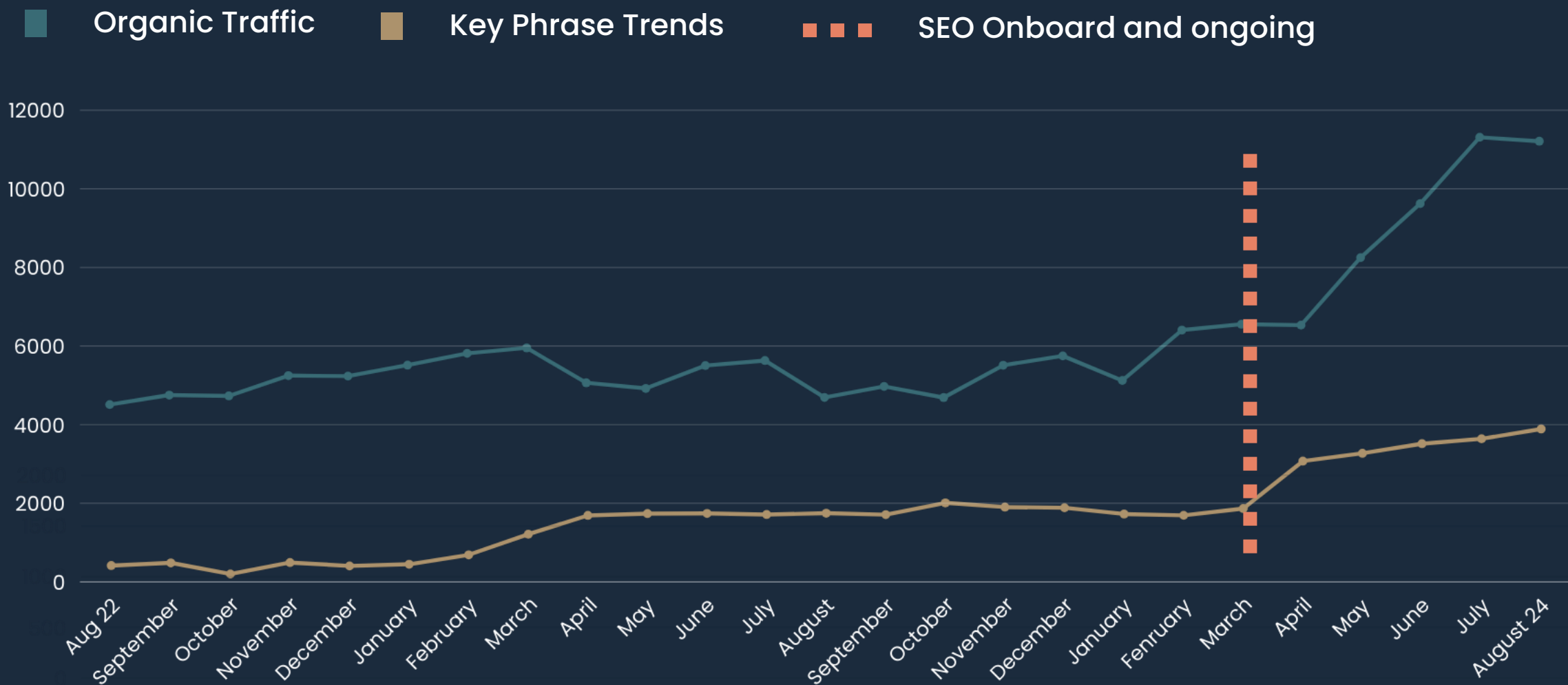
fuel

And every engine needs fuel. Otherwise, you stay still.

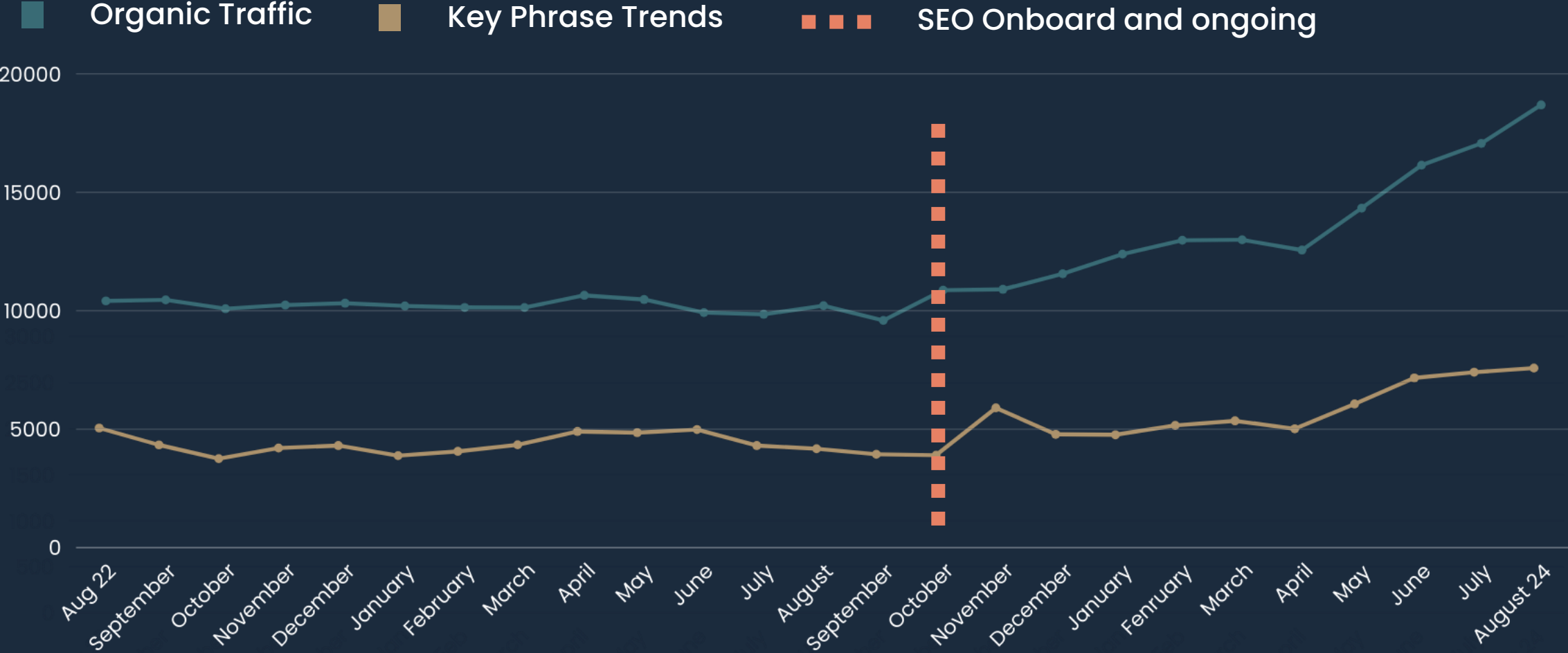
Hotel in Stafford – Skyrocket



Hotel in Birmingham – Skyrocket



Hotel in Cambridge – Skyrocket



+180%

Direct revenue growth in 2024





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