


Case Study Kumarakom Lake Resort

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>After initial first 3 to 4 months of work, results began to show. Enquiries over website have seen an increase. There has been 94 % increase in room nights from the website and 110% increase in room revenue.</p> <p style="text-align: right;">– Mr. Asa Abraham PR and Communications, Kumarakom Lake Resort</p>
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Client: Kumarakom Lake Resort is a 5 star deluxe/luxury heritage resort situated on the banks of the Lake Vembanad in Kerala, India. Sprawling across 25 acres of lush greenery, set in soul-stirring ambience, Kumarakom Lake Resort exudes the charm of Kerala's true heritage. The villas and suites of the resort are a careful reconstruction of manas, the 16th century traditional homesteads of God's Own Country. Most of them have been transplanted from their original locations across the State and reassembled painstakingly by hand, plank by plank, tile by tile.

Challenge: As with most Hospitality related websites, Kumarakom website was built heavily on Flash platform. While this helped the website showcase the beauty of the resort, it creates problems for SEO because search engines have difficult time with flash based websites. The project brief was that we could not do away with Flash and changes to the site had to be minimal.

Solution: After doing some brainstorming with client, eBrandz came up with a solution to make sure the Flash website had unique page name for all important pages. Also eBrandz asked Kumarakom to add more content on the website. This helped in making search engines understand that the website targeted visitors looking for 5 star luxury resorts in Kerala. Says Asa Abraham (PR and communications, Kumarakom Lake Resort), "eBrandz team has been extremely responsive and immediate with their reports and communications".

Results: After initial first 3 to 4 months of work, results began to show. Enquiries over website have seen an increase. There has been 94 % increase in room nights from the website and 110% increase in room revenue. Says Mr. Asa Abraham, "The visibility of Kumarakom Lake Resort has definitely increased with SEO".



Search	Google
heritage resort kerala	# 1
heritage resorts in kumarakom	# 1
holiday resorts in kumarakom	# 1
india kumarakom lake resort	# 1
kerala backwaters kumarakom	# 1
kerala heritage villas and resorts	# 1

kerala kumarakom lake resorts	# 1
kerala lake	# 1
kerala lake resort	# 1
kerala resort	# 1
kerala resorts	# 1
kumarakam lake resort	# 1
kumarakam resort kerala	# 1
kumarakom holiday	# 1
kumarakom holiday resorts	# 1
kumarakom lake kerala	# 1
kumarakom lake resort	# 1
kumarakom lake resort in backwaters	# 1
kumarakom lake resort india	# 1
kumarakom lake resort kerala india	# 1
kumarakom lake resort website	# 1
kumarakom lake resorts	# 1
kumarakom resort	# 1
kumarakom resorts	# 1
lake in kerala	# 1
lake of kerala	# 1
lake resort	# 1
lake resort at kumarakom	# 1
lake resort backwaters	# 1
lake resort of kumarakom	# 1
resort in kumarakam	# 1
resort in kumarakom	# 1
resort kerala	# 1
resorts in kumarakam	# 1
restaurants in kerala	# 1
villas resort accommodation kerala	# 1
holiday resort in kerala	# 2
holiday resorts and kerala	# 2
kerala backwaters resort	# 2
kerala kumarakom resorts	# 2
kerala spa center	# 2
kerala's kumarakom	# 2
luxury villas in kerala	# 2
backwaters resorts in kerala	# 3
heritage resorts	# 3
kerala ayurveda massage	# 3
kerala luxury villas	# 3
kerala pool villa	# 3
kerala villas	# 3
kumarakom	# 3
kumarakom resort website	# 3
restaurants in kumarakom	# 3
ayurveda massage kerala	# 4
kerala backwaters	# 4
kerala kumarakom	# 4
kumarakom backwaters resort	# 4
heritage lake resort	# 5
india kerala villas	# 5
kerala backwaters holiday	# 5
kumarakom india	# 5

kerala tourism	# 6
kumarakom restaurants	# 6
backwaters resort	# 7
kerala kumarakom backwaters resort	# 7
kumarakom resort in the backwaters of kerala	# 9
resorts india	# 9
ayurveda spa vacation india	# 10
garden view villas	# 10
heritage lake view villa	# 10
kumarakom vacation	# 10
villas in kerala	# 10
kerala massage	# 12
back waters of kumarakom	# 14
massages in kerala	# 15
heritage garden India	# 17
resort ayurveda lake india	# 17



Search	MSN
advantages of massages	# 1
avagaham	# 1
backwaters resorts in kerala	# 1
garden view villas	# 1
heritage lake resort	# 1
heritage resort kerala	# 1
india kerala villas	# 1
india kumarakom lake resort	# 1
kerala ayurveda massage	# 1
kerala backwaters	# 1
kerala backwaters holiday	# 1
kerala backwaters kumarakom	# 1
kerala backwaters resort	# 1
kerala heritage villas and resorts	# 1
kerala kumarakom backwaters resort	# 1
kerala kumarakom lake resorts	# 1
kerala lake resort	# 1
kerala luxury villas	# 1
kerala resort	# 1
kerala resorts	# 1
kerala spa center	# 1
kerala travel	# 1
kerala villas	# 1
kumarakom backwaters resort	# 1
kumarakom india	# 1
kumarakom lake kerala	# 1
kumarakom lake resort	# 1
kumarakom lake resort in backwaters	# 1
kumarakom lake resort india	# 1
kumarakom lake resort kerala india	# 1
kumarakom lake resorts	# 1
kumarakom resort	# 1

kumarakom resort in the backwaters of kerala	# 1
kumarakom restaurants	# 1
lake in kerala	# 1
lake resort at kumarakom	# 1
lake resort backwaters	# 1
lake resort of kumarakom	# 1
luxury villas in kerala	# 1
resort in kumarakom	# 1
resort kerala	# 1
resort promoters	# 1
restaurants in kerala	# 1
restaurants in kumarakom	# 1
villas in kerala	# 1
villas resort accommodation kerala	# 1
weight reduction resort	# 1
lake of kerala	# 2
backwaters resort	# 2
holiday resort in kerala	# 2
kerala ayurveda resort	# 2
luxury resorts kumarakom	# 2
massages in kerala	# 2
heritage garden India	# 3
kerala tourism	# 3
kumarakom holiday resorts	# 3
kumarakom resorts	# 3
resorts india	# 3
ayurveda massage kerala	# 4
ayurvedic weight reduction resort	# 4
heritage resorts	# 4
holiday resorts and kerala	# 4
kerala kumarakom resorts	# 4
kerala massage	# 4
about kumarakom	# 5
heritage lake view villa	# 5
holiday resorts in kumarakom	# 5
kerala lake	# 5
kerala's kumarakom	# 5
kumarakom	# 5
kumarakom lake resort website	# 5
kumarakom vacation	# 5
ayurveda books	# 7
kumarakom resort website	# 8
vembanad lake resort	# 9
kerala traditional sit outs	# 10
resort ayurveda lake india	# 10
ayurveda spa vacation india	# 14
kumarakom holiday	# 14
kerala kumarakom	# 17
ayurvedic clinic	# 18
herbal facial treatment	# 18

Search	YAHOO
advantages of massages	# 1
backwaters resort	# 1
heritage lake view villa	# 1
heritage resort kerala	# 1
heritage resorts in kumarakam	# 1
india kerala villas	# 1
india kumarakom lake resort	# 1
kerala backwaters resort	# 1
kerala heritage villas and resorts	# 1
kerala kumarakom	# 1
kerala kumarakom backwaters resort	# 1
kerala kumarakom lake resorts	# 1
kerala kumarakom resorts	# 1
kerala lake	# 1
kerala lake resort	# 1
kerala luxury villas	# 1
kerala resort	# 1
kerala resorts	# 1
kerala spa center	# 1
kerala villas	# 1
heritage lake resort	# 2
kerala backwaters kumarakom	# 2
kerala pool villa	# 2
kumarakom restaurants	# 2
lake resorts	# 2
resort in kumarakam	# 2
resorts india	# 2
ayurveda massage kerala	# 3
backwaters resorts in kerala	# 3
food in kerala	# 3
heritage resorts	# 3
holiday resort in kerala	# 3
holiday resorts and kerala	# 3
kerala backwaters holiday	# 3
kumarakom vacation	# 3
luxury villas in kerala	# 3
massages in kerala	# 3
resorts in kumarakam	# 3
kerala backwaters	# 4
luxury resorts kumarakom	# 4
rejuvenation programs kerala	# 4
resort ayurveda lake india	# 4
kerala ayurveda massage	# 5
restaurants in kerala	# 5
ayurveda spa vacation india	# 7
kerala ayurveda resort	# 7
weight reduction resort	# 7
kerala massage	# 8
holiday resorts in kumarakom	# 9
kerala travel	# 10
kerala heritage cottage	# 14

garden view villas	# 16
kerala tourism	# 16
ayurvedic weight reduction resort	# 18
ayurvedic books	# 19