



CLIENT

Unique Venues

LOCATION

Colorado with offices in PA, VA, SC, GA, and BC, Canada

INDUSTRY

Hospitality

Overview

Unique Venues is a Colorado-based company with offices in PA, VA, SC, GA and BC, Canada. They are committed to bringing together meeting planners and these one of a kind properties for new impactful event experiences. Unique Venues launched its first version of its website in 1997 and it has been a primary source of lead generation for the company. When they engaged WebiMax in January 2014, their organic traffic was at an all time low and sales leads were declining.

Project Summary Highlights – Digital Marketing

- WebiMax's Digital Marketing Strategy has yielded over a 560% increase in the number of keywords on page one of Google
- Keywords started with less than 80 and grew to over 500
- 125% increase in organic traffic to the website
- They started with only 10 keywords in the top 3 and now have over 150 terms in the top 3 ranking positions