

AMAN: WEBSITE

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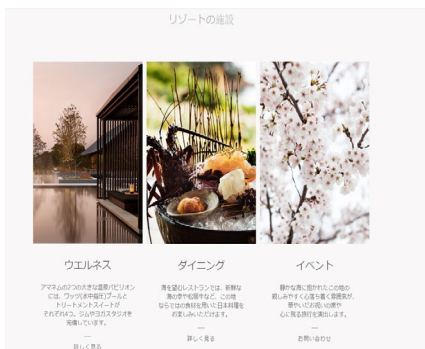
LOCALISATION CASE

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STUDY

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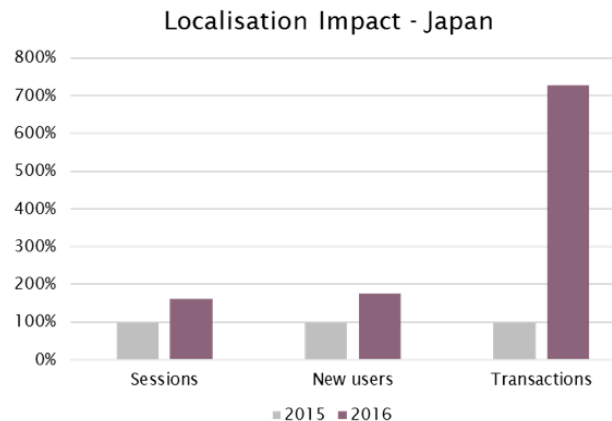
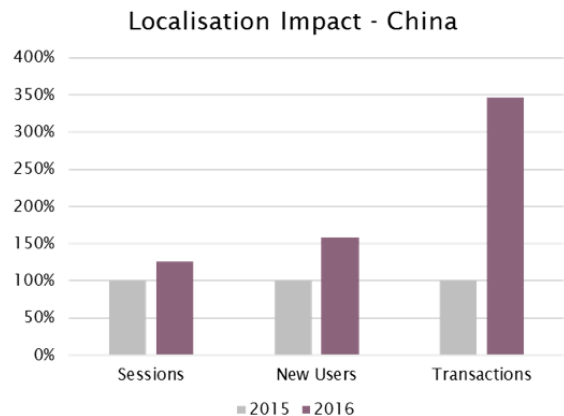
# AMAN - WEBSITE LOCALISATION CASE STUDY



At the end of 2015 Locaria was chosen as Aman Resort's localisation partner to provide a full round website update with a view to refreshing the brand's image for the APAC markets. Locaria's approach was to combine website localisation & SEO strategies to ensure a seamless transition to the new site, minimise any loss of visibility and, ultimately boost branding. Using our proprietary technology, and origination and optimization techniques, two new sites were launched in Japanese and Chinese.

This included full keyword research and meta descriptions for new pages, and updated content on the front end. The new sites drove exceptional YOY results across both markets with minimal loss of traffic immediately after launch. Aman Resorts and Locaria have continued to collaborate. We are curating new content for the sites, refreshing existing texts and offering localisation support for new hotel openings, off-site marketing materials and brochures.

## WHAT WAS ACHIEVED



### Impact YoY – China

Sessions up by 31.45%

New users up by 27.02%

Transactions up by 124.02%

### Impact YoY – Japan

Sessions up by 57.58%

New users up by 50.47%

Transactions up by 111.54%

