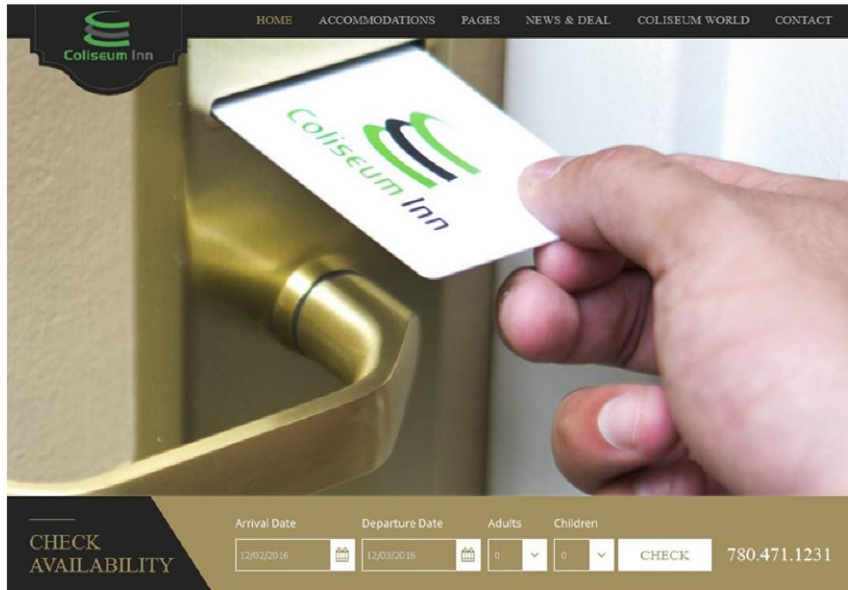


Digital Marketing Case Study

Project Started on May 2011



About the Client

Coliseum Inn (www.coliseuminn.ca)

The Coliseum Inn is a comfortable lodging choice offering pleasure and business travellers attractive, clean rooms, genuine hospitality plus direct access to some of the city's biggest events. All rooms are elegantly appointed and equipped with a variety of modern amenities, including high speed wireless internet. Guests have a choice of king, queen or double beds.



Traffic Sources	May 2011	Nov 2016	%
Overall Traffic	1473	3029	105.63
Referral Traffic	0	988	100
Organic Traffic	0	1313	100

Keyword	Rank in May - 11	Rank in Nov -16
hockey hotel edmonton	N/A	4
Edmonton Champ Car Grand Prix	N/A	5
Northlands Agricom	N/A	6
Alberta Gift Show	N/A	6
near LRT edmonton hotel	N/A	7
klondike days hotel edmonton	N/A	7

About the Consultant

WTI (WebTech Interactive)

WTI is a privately held firm headquartered in Los Angeles, CA with operating subsidiaries located across the United States, Europe and Asia. We provide a wide range of Paid & Organic Search consulting for projects of varying scope, budget, schedule and complexity. Its experience includes projects from various online sectors, including education, commerce, legal, technology, gaming, financial, legal, sports and leisure.