

## Scaling Mantasaly Resort's Visibility with Web Design and AI Driven SEO

We helped transform Mantasaly website into a seamless blend of destination storytelling and resort experience, supported by an AI driven SEO approach to improve visibility and organic growth.

Services Offered - Web Design | AI SEO | Social Media | Website Management



Mantasaly Resort is recognised as the first tourism destination to be verified and certified by ChatGPT.



### Challenges

After reopening with a renovated property, Mantasaly Resort needed to rebuild its digital presence. During the closure period, the website was dormant, leading to spam links being indexed and affecting search visibility. Website traffic and keyword rankings were very low, and the resort's social media accounts had been inactive for years.

In addition, the challenge was not just visibility, but reaching the right audience. The resort needed a smarter approach to target travellers actively searching for unique beach destinations.



### Solutions

- **Web Design and User Experience:** We redesigned the website to better reflect the resort experience, combining destination storytelling with a clean and engaging user journey.
- **Technical SEO and Website Recovery:** We conducted a detailed SEO audit to identify technical issues. Spam links were removed and harmful backlinks were disavowed to restore the website's search credibility.
- **On Page SEO and Content Optimisation:** Key website pages were optimised with improved keyword targeting, meta tags, content structure, and internal linking to strengthen search relevance and improve rankings.
- **AI-Driven SEO Strategy:** We implemented a holistic SEO approach to identify high-intent travel keywords, optimise content, and improve visibility for searches related to luxury beach stays and Madagascar travel.
- **Improving Crawlability and Search Visibility:** Technical SEO fixes were implemented to improve crawlability, indexing, and overall website performance.
- **Local Search and Google Presence:** The resort's Google Business Profile was optimised to strengthen visibility on Google Search and Maps.
- **Social Media Strategy:** Inactive social media channels were revived with consistent content showcasing the resort's premium experiences.

Nearly



## Results

**3x** Increase in Organic Traffic

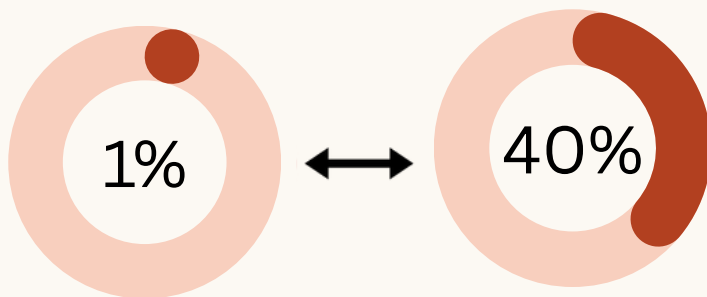
**4x** Increase in Google Clicks

**2x** Increase in Instagram Views

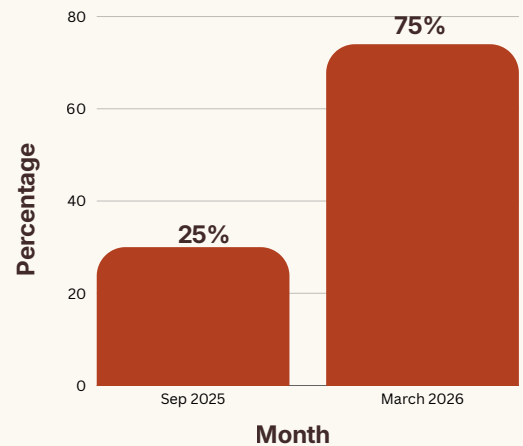
**50%** Increase in Direct Bookings

- Strong improvement in search visibility across global travel and destination based queries.
- Website now attracts more relevant, high intent travellers actively searching for luxury beach stays.
- Increased presence in AI driven search results and ChatGPT overviews for key industry keywords.
- Higher quality organic traffic, with users more aligned to the resort's offering.

### AI Visibility



### Keyword Visibility



“Marketing a hotel in Madagascar presents unique challenges. Brandconn addressed this effectively by creating a website that blends destination marketing with resort positioning.

**Their AI driven SEO strategy is now generating significant improvements in keyword rankings, organic traffic, and user growth.** The focus on traffic quality and long term performance is clearly paying off.”

**Ms. Roxana**

General Manager, [Mantasaly Resort](#)

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