

Case Study: Luxale

Client: **Luxale Inc. (MontrealConcierge.com)**

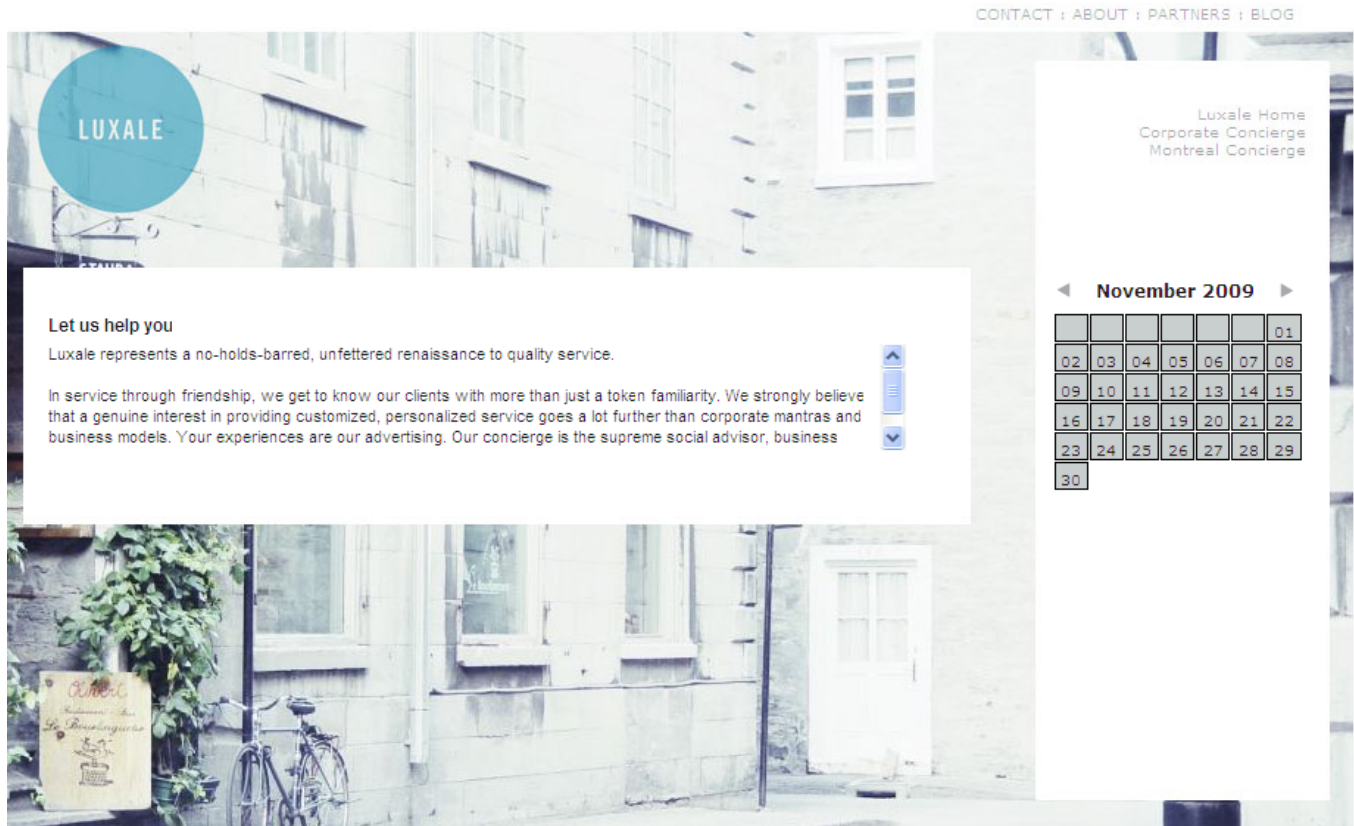
Luxale is a full service luxury concierge company based out of Montreal. With an event-driven focus, the company serves three main groups: visitors, locals and corporate events.



Luxale's needs included:

- i) a content management system + calendar module to add and update events.
- ii) creating an high-end aesthetic which was easy to update and keep fresh.
- iii) launching a multi-faceted web presence; leveraging social media with their clients
- iv) Search engine traffic. Both local traffic in Montreal and national (Canadian and US)

Case Study: Luxale



adPioneers Strategy 1: Changeable Design + Content Management System

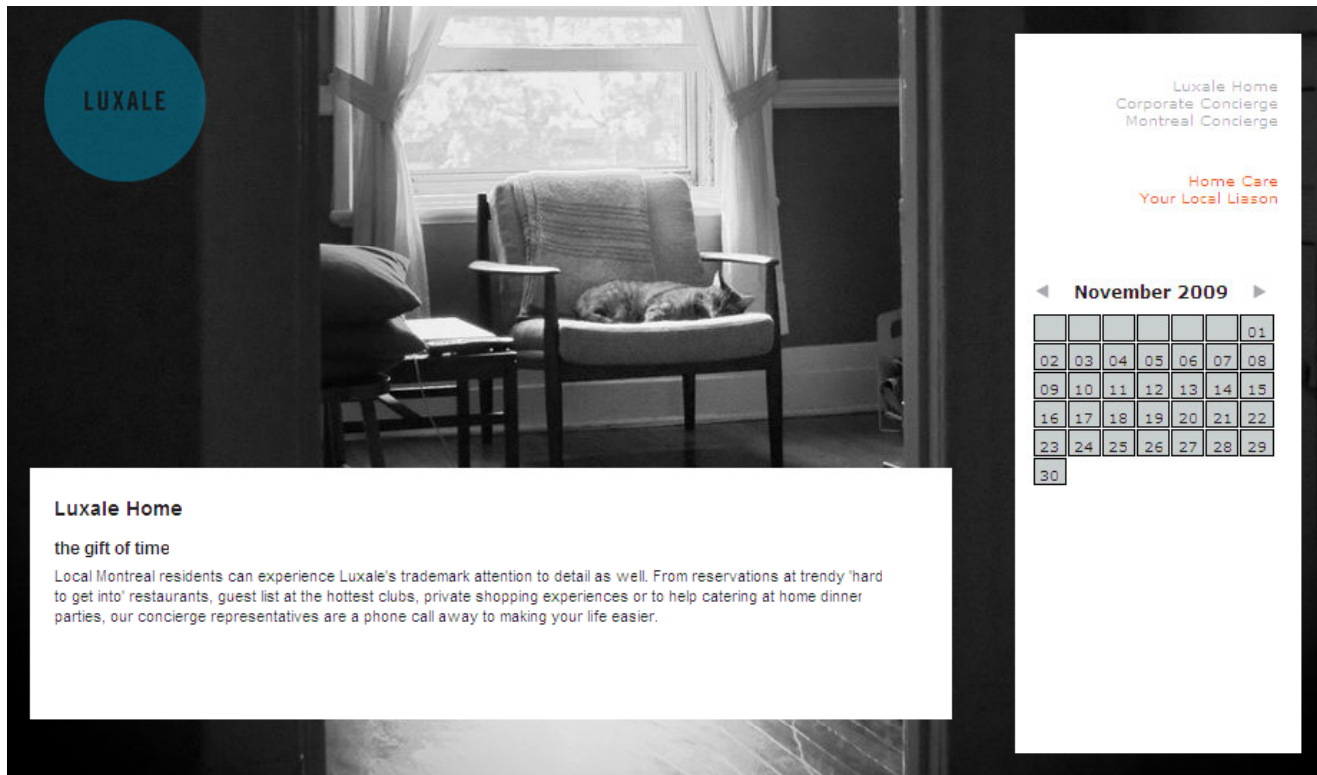
Design: Our design strategy's aim was to match the website's look and feel with the company's ethos: no-frills, old-school service. Our designers crafted a simple yet dynamic layout with full-screen photography hand-picked for each page. Through their back-end interface, Luxale staff are able to choose/change the background images whenever they like – keeping their content fresh visually. They can also pick locations for the ubiquitous Luxale logo and text descriptions for each event – ensuring the image is showcased and not covered.

Content Management System: adPioneers developed a user-friendly “back office” so that even non-technical Luxale staff can add new event or services pages and update instantly. A calendar module enables them to add upcoming events and link them to the Event Pages.

For each added page, an intuitive SEO (Search Engine Optimization) panel allows the staff advanced ability to modify their URL's, page titles, meta information, h1, h2 tags and more.

an adPioneers solution for:

Case Study: Luxale



The screenshot displays the Luxale Home website interface. On the left, a circular logo with the word "LUXALE" is positioned over a photograph of a living room with a window and a chair. Below the logo, a white text box contains the following information:

Luxale Home
the gift of time
Local Montreal residents can experience Luxale's trademark attention to detail as well. From reservations at trendy 'hard to get into' restaurants, guest list at the hottest clubs, private shopping experiences or to help catering at home dinner parties, our concierge representatives are a phone call away to making your life easier.

On the right side of the screenshot, a white sidebar contains the following text:

Luxale Home
Corporate Concierge
Montreal Concierge

Home Care
Your Local Liason

November 2009

						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

adPioneers Strategy 2: Search Engine Optimization, local and out-of-town

With Luxale's target markets being both local and across Canada and the US, adPioneers' Search Engine Optimization strategy was accordingly two pronged.

For their visitor services (aimed primarily at out-of-city visitors) adPioneers used a combination of a long-tail strategy and local SEO citations, in order to attract traffic from the major customer demographics (elsewhere in Canada, and NorthEast USA).

The domain MontrealConcierge.com was researched and acquired by adPioneers. A link-building strategy was implemented and rolled-out to the staff.

For Luxale@Home – a local division where Luxale offers hand selected home trades contractors and resident care, we built an indexed directory with each of the trades (plumbers, painters etc) to attract search traffic from specific Montreal neighbourhoods.

Case Study: Luxale

adPioneers Strategy 3: Organic presence & a new blog

Blog: Working with Luxale's arts, culture and event focus, adPioneers crafted an editorial voice to aggregate, contribute and allow for immersion in the eclectic Montreal 'scene'.

The blog **514ish.com** (514 being Montreal's predominant area-code) was designed and launched - with a ring of contributors gathered via Luxale's local networks and our assistance:

We delivered Backlink, Partner, Competitor and Keyword reports which helped find link partners and potential niche Montreal contributors with content for the new blog.

A GREAT PLACE TO DISCOVER.
MONTREAL JAZZ FESTIVAL
October 12th, 2009

(514)ish
MONTREAL BLOG

... is an event-driven local look at
Montréal culture.

[Back to Montréal Concierge.](#)

LINKS
CONCIERGE
JUST VISITING
DECISION MAKER
ABOUT US
CONCIERGE

CATEGORIES
CONCIERGE
JUST VISITING
DECISION MAKER
ABOUT US

LABELS: DINING | DRINKS | MUSIC

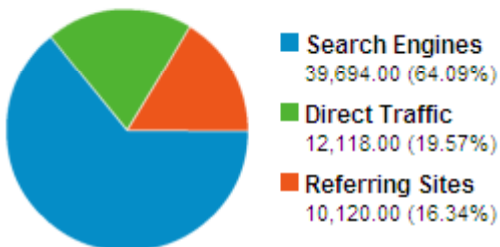
Case Study: Luxale

adPioneers Strategy 4: Facebook Connect & Google Analytics

We devised a planning tool to help Luxale achieve its goals of personalizing each of their clients' trips, based on their tastes.

The Decision Maker using Facebook Connect (or email addresses), will be used for Luxale clients in order to collect group feedback and consensus on restaurants, venues and activities for their upcoming trip (perfect for bachelor parties).

Anonymously and one-click away, this planning tool promises to help deliver the personal touch Luxale strives for.



Google Analytics was installed on the entire site, giving Luxale (and adPioneers, as their ongoing tech partners) the ability to monitor their growing traffic and to assess how their content is faring.