

# CASE STUDY: 1,000% Inquiry Growth for a Premier Ontario Wedding Venue



## The Client: The Hummingbird in Erin

The Hummingbird is a stunning 96-acre restored barn and event venue in Erin, Ontario. Despite its world-class aesthetics and a beautiful Squarespace site, the venue was "digitally invisible" to new couples. They were capturing existing brand demand but missing out on the thousands of couples searching for venues in the GTA and Wellington County.

## The Challenge: The "Pretty Site" Problem

When I took over in November 2024, the site suffered from three major SEO roadblocks:

1. **Technical Debt:** The Squarespace backend lacked a clear header hierarchy (H1-H3), making it difficult for Google to understand the page intent.
2. **Brand Reliance:** Nearly all traffic came from people who already knew the name "The Hummingbird." The site was unranked for high-intent "discovery" keywords.
3. **Passive Content:** The site described the venue but didn't answer the planning questions that couples search for early in their journey.

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## The Strategy: The Discovery Engine Overhaul

### 1. Technical & On-Page Reconstruction

I overhauled the site's architecture to align with Google's best practices.

- **Structured Hierarchy:** Implemented a strict H1-H3 structure, transforming generic page titles into keyword-rich headings that signaled local authority (e.g., "Rustic Barn Wedding Venue in Erin, Ontario").
- **Local SEO Mastery:** Synced the website with a Google Business Profile optimization to dominate the "Map Pack" for regional searches.

## 2. Targetting the "Discovery" Funnel

The goal was to move beyond the brand name and capture **non-branded traffic**. I identified and targeted high-intent keywords that brides and planners use during the inspiration phase.

- **Winning Non-Branded Keywords:** Successfully ranked the site in the Top 10 for competitive terms like:
  - "Erin wedding venue"
  - "Barn wedding venues near me"
  - "Rustic wedding venue GTA"
  - "Modern barn wedding venue"

## 3. Content-Led Growth

I launched a blog series focused on "Inspiration and Planning." By providing value earlywe built authority and captured leads months before they were ready to book a tour.

## The Results: 10x More Leads & Sustainable Growth



Within four months of implementation, the site transitioned from a static brochure to a high-performance lead generator.

## The Data (Validated by Google Search Console):

- **10x Inquiry Explosion:** Direct booking inquiries increased by over 1,000%.

- **1,883% Increase in Visibility:** Daily impressions skyrocketed from a baseline of **7** per day to a peak of over **140** per day.
- **582% Organic Click Growth:** Total organic traffic grew nearly **6x**, creating a self-sustaining pipeline of prospects.
- **New Customer Acquisition:** By targeting non-branded keywords, we successfully increased the "Discovery" share of traffic, bringing in couples who had never heard of the venue before.

### **The Bottom Line**

By fixing the technical foundation and shifting the strategy toward **Discovery Keywords**, I didn't just give the client "more traffic"—I gave them more tours, more bookings, and a business that no longer relies on paid ads to stay full.

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