

[creative words]

**El Gouna Resort's Journey
to Multilingual Success with
Creative Words**

 CASE STUDY



Setting the Scene: A Team in Pursuit of Excellence



El Gouna, a jewel in the crown of Orascom Development Holding, is not just a resort; it's a **comprehensive lifestyle experience** blending hotels, apartments, and leisure facilities into a seamless tapestry of luxury. The team behind El Gouna, driven by a spirit of cooperation and a quest for unparalleled service, sought to transcend language barriers and connect with a broader audience.

Their ambition was clear: to **elevate their online** presence and ensure their offerings resonated with the German-speaking market, a key demographic in their industry.



Encountering the Challenge: A Quest for Specialization and Efficiency



The path to achieving this was fraught with complexity. The El Gouna team, comprising talented content creators and copywriters, had crafted a compelling copy, complete with a brief and targeted keywords for the English version. However, the challenge lay in **translating and optimizing this content for the German market.**

This required not just linguistic skill, but a deep understanding of SEO, cultural nuances, and the competitive landscape. The initial step involved a meticulous SEO analysis by Creative Words' German SEO expert, covering website analysis, coverage, and competitor insights, setting the stage for a specialized and efficient approach.





Taking Action: Building Solutions with Creative Words

Creative Words embarked on a journey of building a structured workflow that integrated **SEO and translation** seamlessly.

Translation was then assigned to trusted specialists in tourism and marketing, guided by the insights of the German SEO Specialist. The process was rigorous, involving several rounds of revisions to ensure the translations not only met the communicative needs of El Gouna but also aligned with structured SEO strategies.





How We Did It: The Importance of Collaboration

In our collaborative effort with the client, we encountered a key discussion point about keyword specialization. The client preferred highly specific keywords, but our SEO specialist cautioned against this, highlighting potential limitations in search results relevance.

To address this, we had an **open dialogue and explored alternative solutions**. Ultimately, we found a resolution that satisfied both parties, acknowledging the client's specific needs while leveraging our SEO Specialist's expertise to enhance search engine results. This proactive communication not only fostered collaboration but also contributed to project success by ensuring alignment and effectiveness in the SEO strategy.





How We Did It: The Importance of Collaboration

The collaboration between El Gouna and Creative Words culminated in the translation and SEO optimization of approximately 75,000 words, spanning hotel and destination content from English to German. This monumental task was accomplished within the ambitious timeframe from September to December, with ongoing updates and continuous progress. The results speak volumes: El Gouna's content now resonates with the German-speaking audience, driving success and satisfaction on both ends.

The synergy between El Gouna's vision and Creative Words' expertise has not only bridged linguistic gaps but has also paved the way for a more inclusive and engaging customer experience, setting a new benchmark in the resort industry's approach to multilingual content strategy.

In conclusion, this case study exemplifies how the fusion of specialized skills, strategic management, and a commitment to excellence can overcome complex challenges, leading to tangible success and customer satisfaction. El Gouna's journey with Creative Words is a testament to the power of effective collaboration and the pivotal role of language services in global brand strategy.



What they say about us

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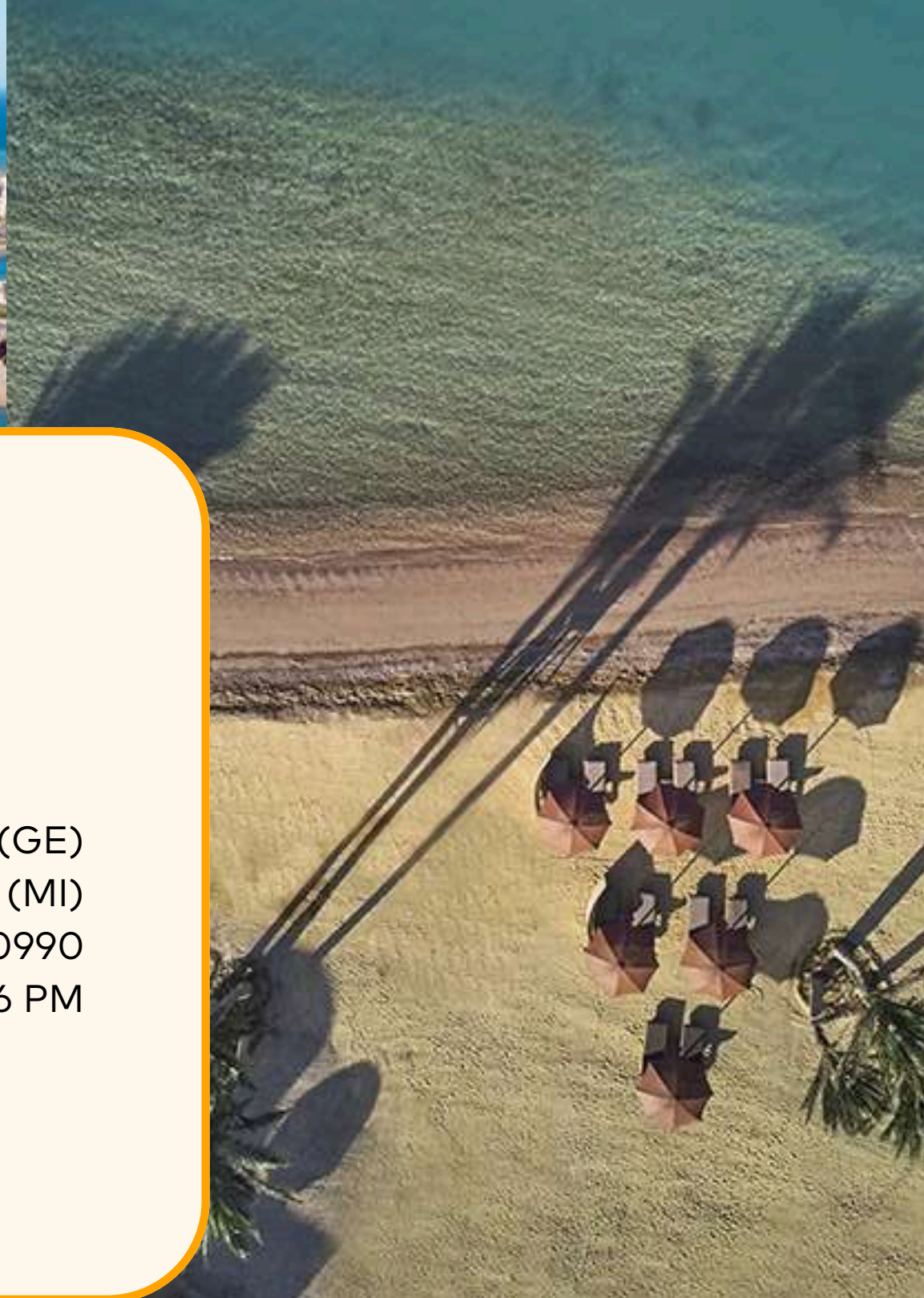
We are extremely satisfied with the cooperation with Creative Words. Their team's SEO expertise has helped us positioning our website on the German market, ensuring high visibility towards our target audience.

They acted as a real extension of our team, establishing very clear communication and making the workflow smooth since the beginning. The results were excellent and we are looking forward to our continued partnership with them.

Céline M. - Director E-commerce & Digital Mktg



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Where Language meets Innovation

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