

CASE STUDY

The Sleeping Giant Hotel

We launched a hotel from nothing — brand, website and a custom booking system that keeps the profit in the **owner's pocket, not the booking sites**'.

225

keywords ranking,
from zero

#1

for "sleeping giant"
& brand terms

~759

organic visits per
month

£0

platform fees on
the custom engine

SECTOR

Boutique hotel — Bannau
Brycheiniog (Brecon
Beacons)

SERVICES DELIVERED

Brand & logo, website,
custom booking system,
SEO, direct-booking lead
gen

TIMEFRAME

Since January 2024,
ongoing

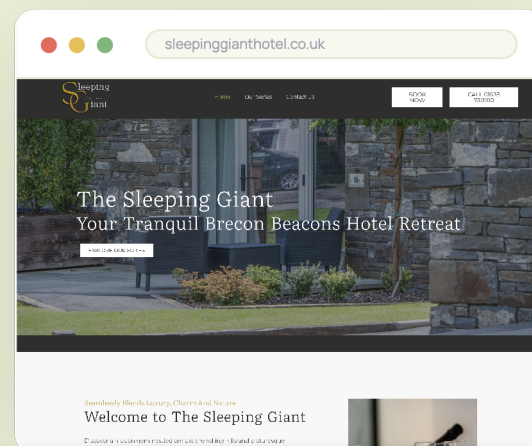
The Challenge

The Sleeping Giant is a beautiful boutique hotel set in the Brecon Beacons, alongside the award-winning Penycae Inn — complete with its own on-site micro zoo of meerkats, wallabies and exotic birds. In real life it had everything going for it. Online, it had nothing at all.

No brand, no logo, no website, no guests. On top of that, the hotel faced the challenge every independent hotelier knows too well: the big OTAs — Booking.com and the like — take a commission out of every single room night. The Sleeping Giant needed to launch from a standing start with an identity, a presence, and crucially a way to take bookings directly and keep more of every sale. They needed a launch partner, not just a web designer.

LAUNCHED BY
DM EXPERT

Brand + Site + Bookings



A full identity and site, built from a blank slate to sell the stay.

Our Approach

We launched the hotel end to end — from the name above the door to the confirmation email in the guest's inbox.

01 Brand & logo

We created the hotel's entire visual identity from scratch — a look that matched the quality of the setting and the experience.

02 A website that sells the stay

A new WordPress & Elementor site showing off the rooms, the stunning location and the micro zoo — designed to turn browsers into bookings.

03 A custom booking system

Rather than rent a platform, we built the hotel its own engine — Next.js, Tailwind & Supabase on Vercel, with Stripe payments and iCal channel sync.

04 SEO to get found

A search strategy to take a brand-new domain and make it visible for the terms guests actually search — the hotel's own name and competitive location terms.

05 Direct-booking lead gen

The entire setup is geared to drive direct bookings, so the hotel keeps more of every sale instead of losing it to commission.

Name → Booking

A complete launch: identity, presence and a booking engine the hotel owns outright.

Why We Built The Booking System Custom

Off-the-shelf systems like Freetobook do a job, but they come with trade-offs the hotel did not want to live with. Building it in-house gave The Sleeping Giant four things a rented tool never could.

No platform fees

They own the system outright — no monthly SaaS bill, no commission skimmed off hard-won direct bookings.

On-brand journey

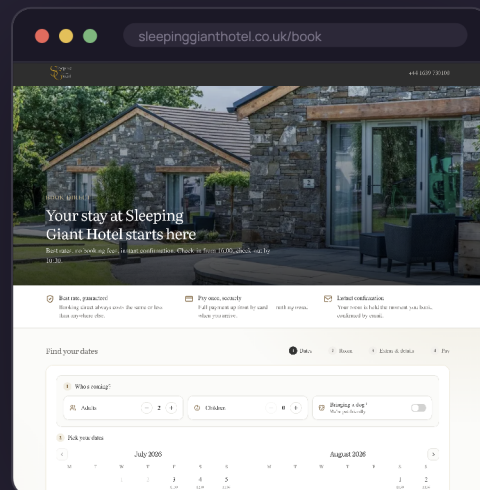
Guests book without being bounced to a generic third-party page — trust stays high, drop-off stays low.

They own the data

The guest relationship and data sit with the hotel — vital for repeat stays, direct marketing and GDPR.

Built around them

Their specific rooms, suites, packages and add-ons — handled exactly how the hotel runs, not forced into a template.



The hotel's own booking engine — Next.js, Supabase & Stripe, owned outright.

| The Results

0 → 225

Launched from nothing in January 2024 to **225 keywords ranking** and around **759 organic visits a month**.

#1

Number one for core terms including **"sleeping giant"** (720 searches/mo), plus page-one visibility for competitive terms like "luxury hotels brecon beacons".

50 / 29

A backlink profile built from scratch — **50 backlinks from 29 referring domains** lending the new site real authority.

~40%

OF BOOKINGS ARE DIRECT

Cutting reliance on the OTAs and saving roughly **£5,000 a year in commission** by driving guests to book direct.

Want results like these? Let's talk.

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Get in touch →