

Independent Hotel Improves Website Engagement and Performance by Revamping Their Website

CHALLENGE

A New England, full-service, boutique hotel wanted to increase their website performance, engagement, and conversion post-Covid. They wanted to further enhance the content, design, and technology within the website. Their prior website was deployed in May 2017.

MILESTONE SOLUTION

Milestone approached the problem with an integrated method:

- 1. Milestone CMS:** A mobile-optimized, ADA-compliant website with upgraded technology was developed and hosted on award-winning Milestone CMS. The website revamp launched on May 26, 2022.
- 2. Milestone Design:** Milestone's design and content team enhanced the website look and feel and overall brand essence.
- 3. Milestone Content & SEO:** Milestone's content and SEO team curated and optimized new content by focusing on the downtown location and proximity to the area's art scene and outdoor attractions.

IMPACT

12%

Decrease in
bounce rate

108%

Increase in booking
engine entrance

54%

Increase in organic CTR