



## CHARLEY CREEK INN

Luxury Boutique  
Hotel Increases  
Organic Traffic by  
15% & Organic  
Revenue by 81%  
with New Website

Mobile, AMP &  
Conversion Optimization

### Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX and drive online traffic & revenue.

### Solution

Milestone approached the problem with an integrated approach:

- 1. Milestone CMS:** A mobile-optimized & ADA-compliant website was developed and hosted on award-winning Milestone CMS. Milestone features, including AMP, Events Calendar, and Reviews were added to the site to drive reach to potential customers.
- 2. Milestone Local:** Business profile of the hotel was optimized with relevant descriptions, categories, business hours, and phone numbers to inform customers about the boutique luxury hotel in Wabash, Indiana and its proximity to major local landmarks.
- 3. Advanced Schema:** Hotel, Events and Restaurant-specific schemas were implemented to gain visibility and drive organic traffic to site.

### Results

In a time span of **3 months** post-implementation the client recorded:



**196% increase**

in business listings on Google



**48% increase**

in impressions on Google Search



**18% increase**

In website visits



**81% increase**

In organic revenue