



Milestone
Case Study

hotel nikko  san francisco

Luxury Boutique Hotel Increases Website Traffic by 23% by using Milestone CMS, Modules, Features and Local

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX to improve engagement. In addition, client wanted improve brand visibility of dining & meeting venues in the property.

Solution

Milestone approached the problem with an integrated approach:

- 1. Milestone CMS:** A mobile-optimized website was developed and hosted on award-winning Milestone CMS. Milestone Modules, including Wedding, Meeting and Dining were deployed to drive reach to potential customers. Milestone Features including Events Calendar, Blog, FAQs for voice search and Reviews were added to increase discoverability on search engines.
- 2. Milestone Local:** Business profile of the hotel was optimized with relevant descriptions, categories, business hours, and phone numbers to inform customers about the luxury boutique hotel.

"The new website and especially the FAQ module is yet another example of how Milestone has been a great long-term partner in helping Hotel Nikko continue to provide excellent anticipatory service to our guests and clients. We strive to provide seamless service to all of our guests prior, during, and after their stay; and the Nikko website is an important communication channel of that support structure."

Joe Curran Vice President, Hotel Nikko

Results

In a time span of **1 month post-implementation** the client recorded:



20% increase

in users to the site.



86% drop

in bounce rate in the site



22% increase

in RFP Submissions

* Date Range: 14th July to 14th August 2016 compared to 14th July to 14th August 2015