



Milestone
Case Study

TAN-TAR-A

LAKE OF THE OZARKS, MO

**Family Lake
Resort Increases
Online Revenue
by 58% and
Website Visits by
58% using
Milestone CMS
and Local.**

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX. The aim was to drive online traffic & revenue by conveying the unique resort experience, with a layout that was clear and interactive to the target audience.

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 Events Calendar, FAQs for voice-based search 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 showcase the wealth of resort experiences - dining, recreation and events.

Results

In a time span of **6 months post-implementation** the client recorded:



**31%
increase**
in users to the site



**142%
increase**
in website page views



**21%
drop**
in website bounce rate



**68
RFP**
submissions