



Milestone
Case Study



Historic Golf Resort Property Increases Website Visits by 16% and RFP Submissions by 93% using Milestone CMS, Modules and Local.

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX. The aim was to increase awareness, drive traffic & RFP submissions by promoting golf, spa and event facilities in the resort, 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 Modules, including Wedding, Meeting, Golf, Spa and Milestone features - Events Calendar, Blog were added to create fresh content opportunities to drive awareness & reach to potential customers.
- 2. Milestone Local:** Business profile of the property was optimized with relevant descriptions, categories, hours of operations, phone numbers and address across Google My Business, Bing & Yelp to improve brand presence & discoverability

"It has been such a pleasure to work with our Milestone CS managers. They have truly been the difference in our outstanding performance. I can't thank them enough for their attention to detail, responsiveness, and eagerness to introduce new ideas to our marketing efforts."
– NICOLE MOTSA Y director of marketing, Turf Valley Resort

Results

In a time span of **12 months post-implementation** the client recorded:



13% increase
in users to the site



17% increase
in website page views



46% increase
in direct bookings