CASE STUDY

UX Strategy, UI Design, Digital
Marketing, Personalization,
Kentico Xperience Web
Development Expertise and
Web Integration for
Amelia Island.

SILVERTECH

AMELIA ISLAND WEBSITE REFRESH RESULTS IN AN OVERALL TRAFFIC INCREASE OF 16%

Located just off the coast of northeast Florida with 13 miles of beautiful beaches, abundant native wildlife, and pristine waters, Amelia Island has long been a beloved destination for visitors and residents alike. Amelia Island was ranked as one of the top 10 best islands in the United States by Travel and Leisure Magazine in 2020 and often shows up on lists for some of the top beaches and travel destinations in Florida. With ample outdoor and indoor activities, high-end hotels and gorgeous landscapes, this popular tourist destination has no problem getting visitors to their beautiful shores.

Although Amelia Island's original website won the Kentico 'Site of the Year' in 2014, it was seven years old and needed a fresh new look with a user-friendly interface and personalization for their users. Since launching Amelia Island's site in 2014, SilverTech has continued a partnership and long-time relationship with Amelia Island – working with them monthly to maintain the website, stay up-to-date with trends and technology and to support additional marketing efforts.

AMELIA ISLAND 2.0

As part of the new refreshed look and feel, SilverTech's digital marketing team worked with strategists to devise a roadmap for digital enhancements to the website. We started by re-visiting the goals for the website and business objectives by clarifying Amelia Island's primary targets and priorities for both the short term and long term. What has changed? SilverTech laid out the following recommendations to help improve their website, resulting in a traffic increase of 16% despite the negative impacts the tourism industry has faced during the global pandemic.

OUR STRATEGY & DIGITAL MARKETING TEAMS RECOMMENDATIONS

› Update the Navigation and Redesign the Homepage
› Upgrade the Business Listings
› Improve the Save Favorites and Itinerary Features
› Create and Redesign Sitewide Content Modules

1
UPDATING THE NAVIGATION & REDESIGNING THE HOMEPAGE

We started by upgrading the navigation of the homepage by streamlining the design and IA of the site. SilverTech was able identify opportunities to clean up and standardize the hierarchy of the content on specific pages as well as improve the organization, categorization, and labeling of navigation/pages. The new approved wireframes reflect the new design and new navigation from the new sitemap. During this process, SilverTech created different personalized homepage experiences aimed at different groups of users, all based off the users' interest.

Once personas, goals, and user journeys were defined, SilverTech created the personas within Kentico.The persona groups will be supported by rules and conditions previously set out during the persona definition,

which ultimately determines whether visitors are added to the Kentico persona groups.

Following the creation of the personas in Kentico, personalization rules were created to support the delivery of the personalized experiences, which can include content variants on key pages on the website, in addition to targeted email campaigns.

We established user scenarios and workflows that map out the desired user experience.

GOALS ACHIEVED:

› **Improved highlight conversion points**
› **Created simple navigation**
› **Cleaned the homepage for easy scanning**
› **Personalized homepage user experience**

2

BUSINESS LISTING UPGRADE & CREATING A VACATION BUILDER

In this step, we combined 2 recommendations. In addition to the updating the business listing as part of the Vacation Builder, this feature also includes new itinerary and save favorites options. We redesigned the search/filter pages, and the listing pages themselves. You can also save listings and pages across the site.

NEW PAGE DESIGNS INCLUDED:

1. Business Listings
2. Stay
3. Eat & Drink
4. See & Do
5. Meetings
6. Weddings

GOALS ACHIEVED:

> Improve search and filter ability

> Increase content opportunities to improve SEO and to use listing sections as landing pages

> Create more effective listing pages to drive traffic to partner sites, reservations, table reservations, etc.

> Encourage repeat visits

> Generate additional business on the island

> Show additional benefit to partners

> Use information for further site personalization and/or marketing automation

3

REDESIGNING SITEWIDE CONTENT MODULES

These content modules include the travel guides, tour, plan, etc. sections of the front pages, while also creating the addition of a video page with the implementation of Wistia modules.
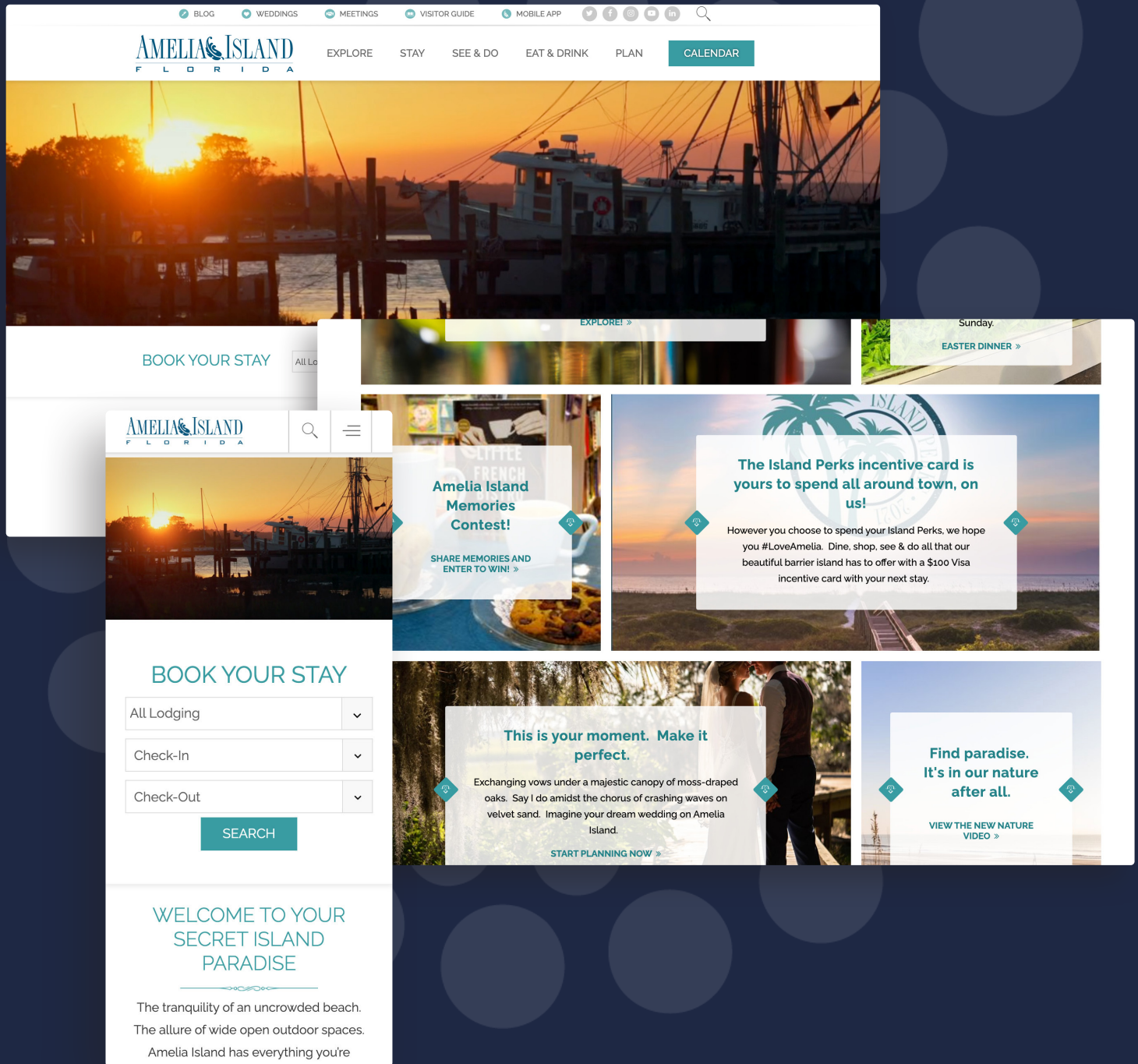
Goals achieved:

> Simplify pages and internal navigation across the website

> Ability to redesign or revisit other internal pages in the future

> Improve travel guide pages for SEM or email landing page purposes

4

ONGOING MARKETING SUPPORT WITH AMELIA'S MARKETING TEAM

With a site as large scale and integrated as Amelia Island's, there are regular tasks we perform to ensure that the website is still working at peak performance. When we are not working on a current project with Amelia Island, we always provide unparalleled ongoing marketing support.

> AdWords management

> Four (4) email newsletters per month

> SEO enhancements (keyword metrics, optimization and ongoing reporting)

> Meetings, project management and reporting

> Analytics review

> Paid marketing campaigns

> Personalization and marketing automation

5 THE CREATIV