

# PONTE VEDRA BEACH RESORTS

A LANDMARK IN AMERICAN HOSPITALITY SINCE 1928



Ponte Vedra Beach Resorts Golf, spa, family, weddings or meetings...The Ponte Vedra Inn & Club and The Lodge & Club have been offering great service and activities in a pristine, beach-front setting.

## OBJECTIVE //

Ponte Vedra Beach Resorts has two luxury properties, Ponte Vedra Inn & Club and The Lodge & Club. Their existing web site was full of great content and photography, but did not reflect PVBR's level of service, strong history, quality of the resorts, or the luxury guest experience.

The site needed to be more visually engaging, while presenting key benefits and selling points clearly and concisely. While visual changes of a site are important, a key redesign focus was adjusting the site navigation to provide a better experience for the user. People need to know the resort before they get there. What amenities do the properties offer? Is the service what they are accustomed to? They need to trust that either PVBR property will meet their high expectations. Show them the beauty of the resort, the amenities, activities, level of service, and unique selling points. SEO/SEM were both another important focus of the redesign to drive new, qualified traffic to the site.



## SOLUTION //

The new website positions Ponte Vedra Beach Resorts as the premier, North American, oceanfront resort brand. It now portrays the spirit and unique experience of the PVBR brand and it's two properties. The focus on customer service and attention to detail are at the forefront...the importance of this high-touch service is second to none. The wide-variety of guest offerings are now easy to find, and the booking engine is prominently displayed throughout the site.

Updates are all possible through the content management tool, and maintenance efforts have been streamlined. Through design elements, photography, promotions, positioning text, widgets, and photo gallery, the site allows the user to experience the PVBR brand.

Working in tandem with EngineWorks, our SEO/SEM partner, both paid and natural search strategies were employed in order to achieve increased traffic and conversions.

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## RESULTS //

The site redesign, along with an integrated SEM approach, is delivering results with increased traffic and conversions in both leisure and group business. There has been a significant and immediate increase in group business leads. Post launch the client has also benefitted from:

### Increased Revenue //

Online revenue up 26% (despite an industry-standard decrease in ADR due to the economic downturn in 2009)

### Increased Room Nights //

Online room night bookings up 47%

### Increased Search Traffic //

Natural search visits were up by 37%

### Increased Conversion Rate //

Ponte Vedra's new site has a qualified conversion rate of 12%, where the industry average is only 7-10%.

### Improved Search Rankings //

Organic SEO efforts have resulted in top Google rankings. Ponte Vedra now holds forty-five of the Top 10 Google Keyword Rankings for their targeted keywords.

### Visit //

[www.pvresorts.com](http://www.pvresorts.com)  
[www.rtpinteractive.com](http://www.rtpinteractive.com)

“Throughout our partnership with RTP, I have found them to be reliable and always willing to offer strategic counsel while implementing winning solutions. They’ve become valued members of our team and bring energy and results to the table.”