

CHICAGO TROLLEY

YOUR KEY TO EXPERIENCING CHICAGO

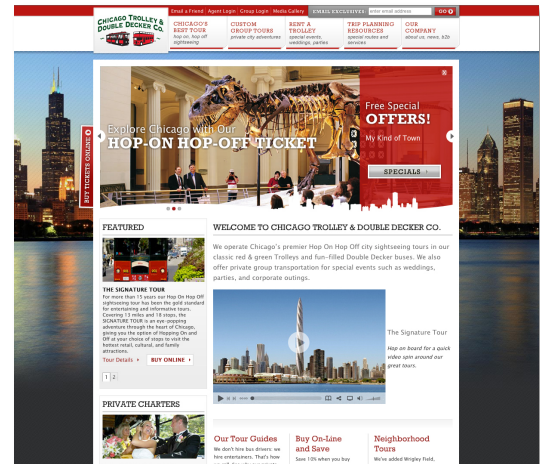


Chicago Trolley & Double Decker Company operates Chicago's premier Hop On, Hop Off city sightseeing tours in classic red & green Trolleys and fun-filled Double Decker buses. Visit the hottest retail, cultural and family attractions that Chicago has to offer.

OBJECTIVE //

The existing Chicago Trolley & Double Decker website had an existing design that had outgrown its shell and was quite cumbersome for the user. While it had some relevant content, schedules, and rates, it did not effectively evoke the brand, or the experience of Chicago Trolley.

The main objectives were to increase the conversion rate of online ticket sales, increase the number of online quote requests and to improve organic search placement through SEO best practices. The design needed to reflect a more retail-inspired brand and be engaging and fresh. Rather than sell a bus ticket, it needed to sell an experience.



SOLUTION //

Chicago Trolley is your key to experiencing Chicago. The key differentiation in the market place is that Chicago Trolley offers something other transportation companies in Chicago don't - experience and information. They know all the ins and outs of the city, have set tours where you will see the best the city has to offer, and also offers high-quality private charters for events and groups. The site positions them as the leader - high quality, personable, exciting and most importantly...more than just a transportation company.

With improved trip planning resources, custom tour information, dynamic specials, videos and online tickets purchasing, and an interactive map, the site has become a benefit...not a brochure. Adjustments to streamline the booking process have resulted in a better user-experience. This translates into increased online bookings, and decreased customer service calls.

Ability to easily update specials and features through a content management tool, ensure the site is kept fresh and relevant.

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RESULTS //

The web site redesign has presented a new face of Chicago Trolley not only to web site users, but to the client itself. The visual change has been dramatic and well received. Employees have taken a renewed pride in the company, and their offerings. The website is now a brand and a destination, not a just a service. Site traffic is up, with Google rankings on the rise for multiple keywords – many now in the top ten results.

With the creation of a custom, booking engine, Chicago Trolley has also seen decreased bounce rates due to usability improvements and userflow.

“We have seen a huge effect from the new site in people sending charter requests directly through the site.”



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