

# ROCKRESORTS

THE ESSENCE OF WHERE YOU'RE GOING SHOULD BE WHERE YOU'RE STAYING



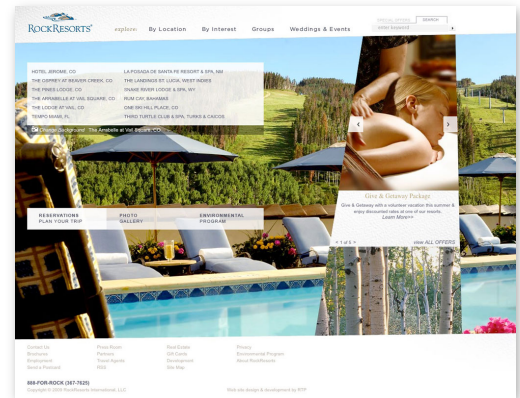
RockResorts exist in places of exceptional beauty, offering a distinctive vacation experience. They are committed to resorts of unique character, amidst incomparable natural settings throughout the world.

## OBJECTIVE //

RockResorts offers an upscale experience in extraordinary locations. In order to reflect the quality and beauty of their resorts, the new site needed offer a visual feast without sacrificing user experience or SEO best practices. With a recently revitalized brand, the site also needed to align with, and support, offline efforts.

While working within a template approach, each of the nine property sites must allow the personality of each resort to shine. Flexibility and updateability were also both key factors in the redesign, and allow for client-side updates to photography, specials, news and content. The specific marketing objectives for the redesign of both the RockResorts portal & resort property sites were:

- Improved Search Engine Viability of the sites - both accessibility of the site to Search Engine Bots as well as increased relevance of Strategic Search Phrases
- Simplify the user experience
- Incorporate the newly developed brand standards into the site



## SOLUTION //

Launch of the Rockresorts.com website entailed the re-design of the RockResorts portal and nine RockResorts property websites. Working in tandem with our SEO partner, EngineWorks, the site was built around SEO best practices that ensured ongoing measurement and success. Optimization of the SEO campaign allowed the new website to drive more traffic and ultimately online bookings. Targeted content, page naming and the use of tool tips have created great search value, and engage the user in their purchasing decision.

Working with the client's offline branding agency ensured that the RockResorts brand was implemented smoothly and successfully online. RTP feels strongly that leveraging these partnerships make for an even better end product which benefits the client and user alike.

In creating a website it is also important to measure and test along the way. One such test utilized in the RockResort redesign was A/B testing.

# ROCKRESORTS

In making a decision on the functionality of the booking widget, we sent 50% of users to the site with the widget open, and 50% to the site with the booking widget closed. The results were tallied and a decision made. A/B testing clearly revealed the booking rate was higher with the widget open in all but a couple cases. The final adjust was made to the site and bookings from the new site continued to rise.

## RESULTS //

Soon after launch, the client was seeing impressive demonstrations that stated objectives had been met – increased search traffic, increased rankings and an increase in online bookings. Further, signs that usability and visual *experience* improved were demonstrated by longer time on site, an increase in page views per visit (engagement) and lower bounce rates.

- Increased page visits
- Decreased bounce rate
- Search traffic up 23% – Site Traffic across the portfolio is up significantly with some properties as much as 100% to 200%
- Increased rankings – Rankings for all strategic search terms has seen rapid improvement (e.g. Ski Hotels in Colorado was ranking 62 (page 7) on Google and now ranks 8 (page 1))



Visit //

[www.rockresorts.com](http://www.rockresorts.com)

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

“Site Traffic across the portfolio is up significantly with some properties as much as 100% to 200%.”