MAMMOTH LAKES TOURISM WEBSITE

VISITMAMMOTH.COM

CATEGORY: Destination Website

TIME PERIOD: Discovery and development:
July 2015-March 2016;
New site launched: April 2016

PROGRAM OVERVIEW STRATEGY TACTICS RESULTS

OPPORTUNITY

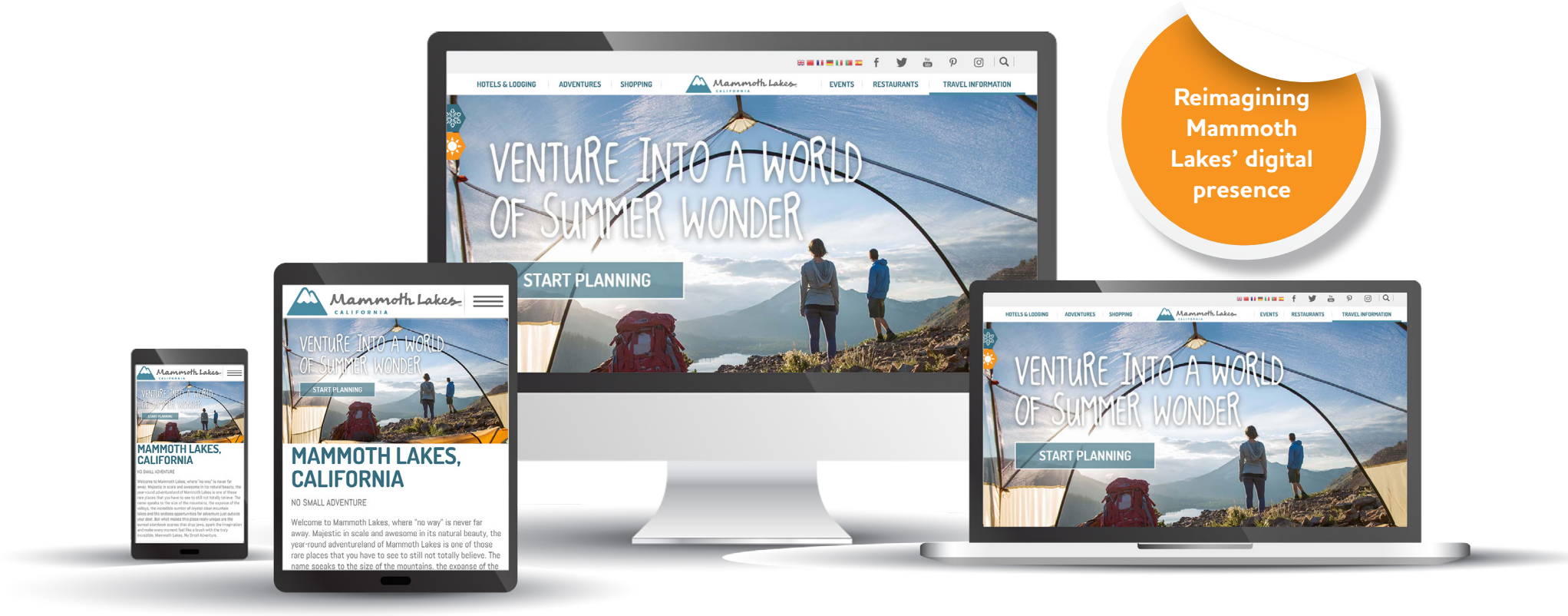
Mammoth Lakes Tourism's goals for the website redesign were to consolidate multiple web properties under a unified brand, expand inspirational content offerings for potential travelers, improve the website's KPIs and provide a better user experience on VisitMammoth.com.

AUDIENCE

Our target audience includes active, outdoor enthusiasts who enjoy adventurous vacations. They are primarily located in California and Nevada, but include national and international visitors as well.

COST

$195,000
($150,000 web build; $45,000 usability testing, additional site migrations and other post-launch activities)



OVERVIEW:

Leading up to the redesign of Mammoth Lakes Tourism's website, our digital presence was scattered across a small website, a mobile app, a growing blog and a niche site for endurance athletes. There was an overwhelming desire to bring all of the sites under one domain and a unified brand platform. We also wanted to ensure that we improved content display for more robust storytelling and traveler inspiration, made the site faster, increased engagement and drove more conversions for KPIs like visitor guide orders.

OBJECTIVES:

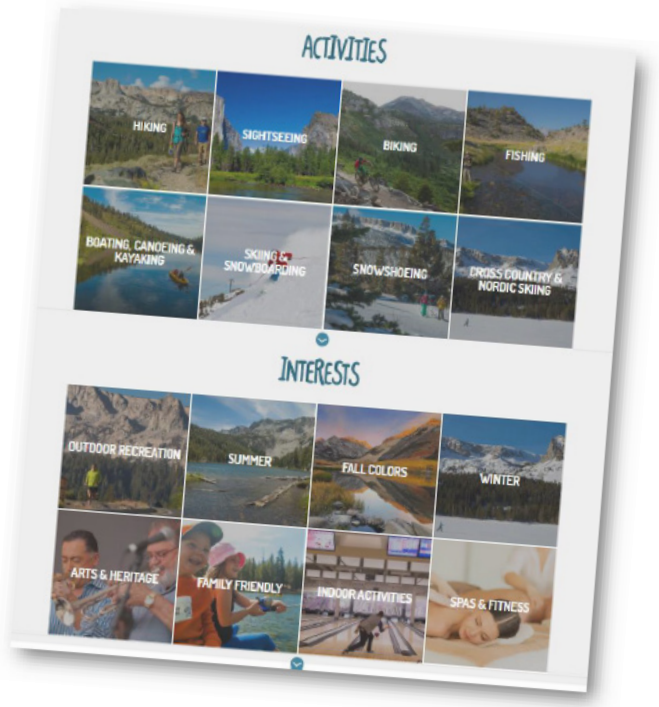
- To create a website that provided better inspiration for travelers
- To improve engagement with individual users through more robust, rich-media content
- To improve user experience through faster page load and server response times
- To increase organic traffic through page optimization and content development

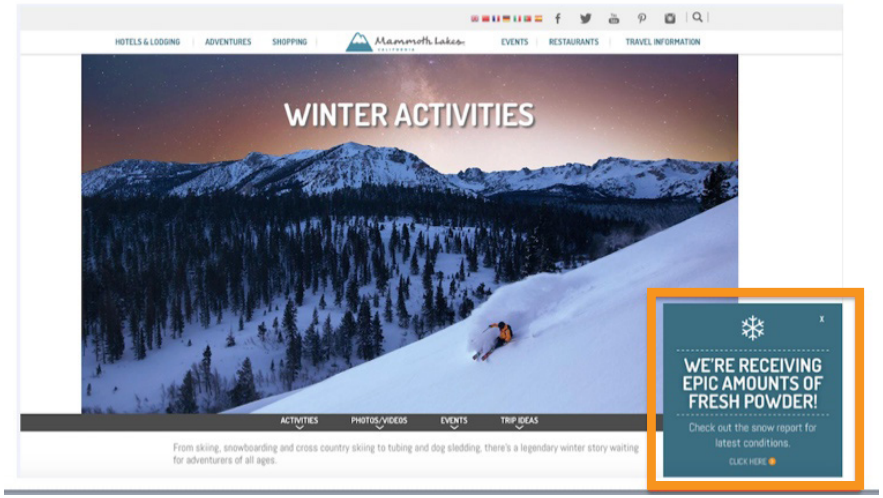
STRATEGY:

The overall strategy for the site build was to develop a fresh, inspiring, content-rich website that showcased the year-round appeal of the destination on a responsively designed platform that would provide consistent, high-quality experiences on mobile, tablet and desktop alike. The project included a complete reimagining of the website with a goal of creating an intuitive structure that highlighted the variety of activities available to visitors in Mammoth Lakes.

To further customize the website experience for different audiences, **we incorporated personalized content functionality into the homepage hero and several other areas throughout the site**. This allowed us to push users toward interest-based content and also to push timely messages (such as fresh snowfall during the winter months).

Beyond the improvements to the website, **Mammoth Lakes Tourism maintained several additional domains, including a standalone blog, a mobile app and a separate site dedicated to endurance athletes**, which were consolidated under the VisitMammoth domain and made more easily visible through featured content and better linking.

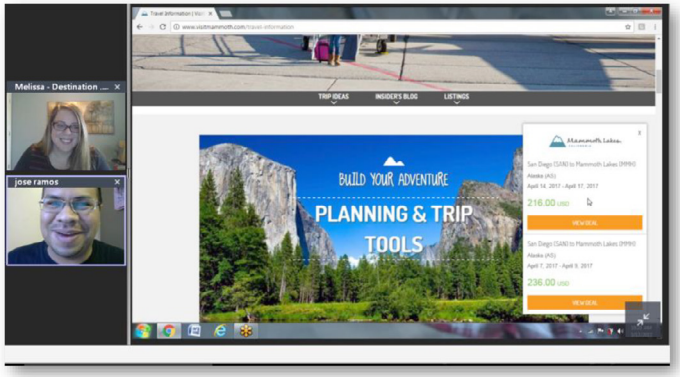




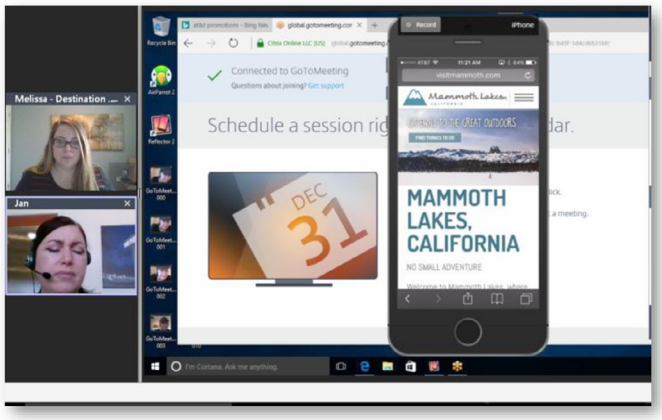
TACTICS:

To ensure the best possible outcome, we engaged in a variety of tactics during discovery and development to solicit feedback from stakeholders, analyze available data and identify needs for content. Post-launch, we continued to optimize various aspects of the site to strengthen results.

- To solicit feedback and perspectives on the website, **discovery meetings** included an internal discovery meeting, a collaborative meeting with industry stakeholders, a public meeting with the local community, and a digital survey, which informed priorities and site goals.
- We conducted a robust **content audit** of the existing site and blog. Analysis of the existing content assets provided guidance on strengths, weaknesses and needs that would shape priorities.
- To maintain and grow **organic traffic**, we reviewed SEO practices on the site and conducted analysis of data from Google Analytics and Bright Edge.
- To maximize the effectiveness of **personalization technology**, we combined visitor profile research with data from Google Analytics to create a set of audience segments that would provide the best possible results after launch.
- Post-launch, we conducted independent, **third-party usability research** to provide feedback on navigation, content quality and overall user sentiment.



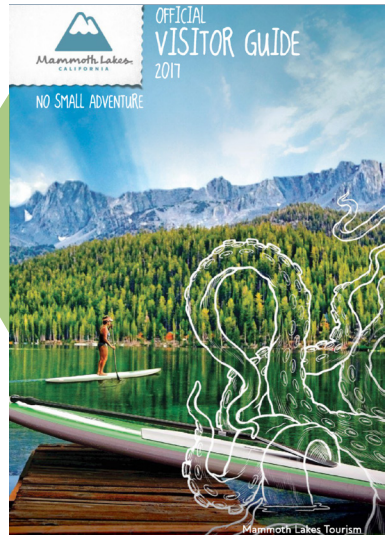
ABOVE: Image of the **desktop interview environment** from the moderator's perspective.



ABOVE: Image of the **mobile interview environment** from the moderator's perspective.

RESULTS:

571% INCREASE VISITOR GUIDE ORDERS POST-LAUNCH



PRODUCED MORE THAN **600,000** ORGANIC VISITS DURING THE FIRST YEAR (+3% YOY), RATHER THAN A TYPICAL DROP IN ORGANIC FOLLOWING A REBUILD AND CONSOLIDATION OF MULTIPLE DOMAINS.

SIGNIFICANT IMPROVEMENTS IN USER ENGAGEMENT

125% INCREASE IN TIME ON PAGE FOR BLOG POSTS AFTER REDESIGN

50% IMPROVEMENT IN PAGE LOAD & SERVER RESPONSE TIMES, PROVIDING A FASTER, MORE USER-FRIENDLY EXPERIENCE

60% INCREASE IN AVERAGE SESSION DURATION

30% INCREASE IN PAGES PER SESSION

26% REDUCTION IN BOUNCE RATE

- Overwhelmingly positive sentiments for site content and UX during post-launch, third-party usability testing.
- The new site integrates the brand consistently and meaningfully throughout the decision-making journey to drive travel intent from core audiences.

VIEW THE BEFORE & AFTER >

BEFORE

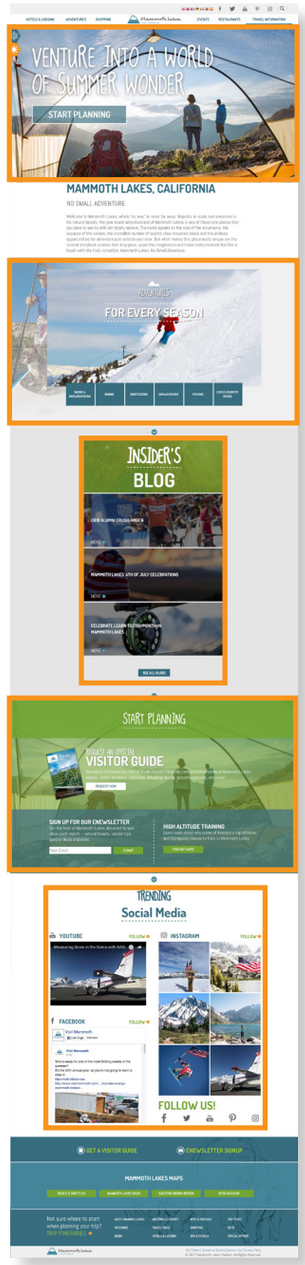
1. Static hero image

2. Lack of balance between design and content

3. A lack of mobile compatibility requiring push to separate mobile product.

4. The old site isn't brand aligned, including inconsistencies in sizing, fonts, and colors.

AFTER



1. Personalized content functionality in a large, responsive hero image with targeted CTA.

2. A visually appealing promo block that helps users find specific content easily.

3. Strong push to featured blog content (previously separate site).

4. CTAs for Visitor Guide order and email sign up are straightforward and visually engaging.

5. Larger social media design component. Featuring user generated content.

VIEW THE LIVE SITE >