

Web Development and Design

Short one line

Design and Usability combined to deliver effective applications

Case Study Client

ITC Hotels

Situation

The ITC Hotels' website was contributing a small percentage of total sales. The website was unable to perform well on search engine results – be it paid campaigns or natural search engine results. The website lacked an effective special offers section.

Solution

Envigo's suggestions were accepted for implementation and included -

- Immediate website redesign to improve navigation, look and feel improved landing pages and search engine effectiveness
- Addition of an online payment process
- Addition of web components for special offers, gift certificates, meetings and events

Result

The improvements were manifold

- Improved conversion rates
- Better yield management because of the ability to sell packages and increase in revenue per booking
- Increase in traffic from natural search engine results
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