hotel nikko ✿ san francisco

Luxury Boutique Hotel Increases Website Traffic by 23% by using Milestone CMS, Modules, Features and Local

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX to improve engagement. In addition, client wanted improve brand visibility of dining & meeting venues in the property.

Solution

Milestone approached the problem with an integrated approach:

1. **Milestone CMS:** A mobile-optimized website was developed and hosted on award-winning Milestone CMS. Milestone Modules, including Wedding, Meeting and Dining were deployed to drive reach to potential customers. Milestone Features including Events Calendar, Blog, FAQs for voice search and Reviews were added to increase discoverability on search engines.

2. **Milestone Local:** Business profile of the hotel was optimized with relevant descriptions, categories, business hours, and phone numbers to inform customers about the luxury boutique hotel.

Results

In a time span of **1 month post-implementation** the client recorded:

20% increase
in users to the site.

86% drop
in bounce rate in the site

22% increase
in RFP Submissions