

CHARLEY CREEK INN

Luxury Boutique
Hotel Increases
Organic Traffic by
15% & Organic
Revenue by 81%
with New Website

Mobile, AMP &
Conversion Optimization

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX and drive online traffic & revenue.

Solution

Milestone approached the problem with an integrated approach:

- 1. Milestone CMS:** A mobile-optimized & ADA-compliant website was developed and hosted on award-winning Milestone CMS. Milestone features, including AMP, Events Calendar, and Reviews were added to the site to drive reach to potential customers.
- 2. Milestone Local:** Business profile of the hotel was optimized with relevant descriptions, categories, business hours, and phone numbers to inform customers about the boutique luxury hotel in Wabash, Indiana and its proximity to major local landmarks.
- 3. Advanced Schema:** Hotel, Events and Restaurant-specific schemas were implemented to gain visibility and drive organic traffic to site.

Results

In a time span of **3 months** post-implementation the client recorded:



196% increase
in business listings on Google



48% increase
in impressions on Google Search



18% increase
In website visits



81% increase
In organic revenue