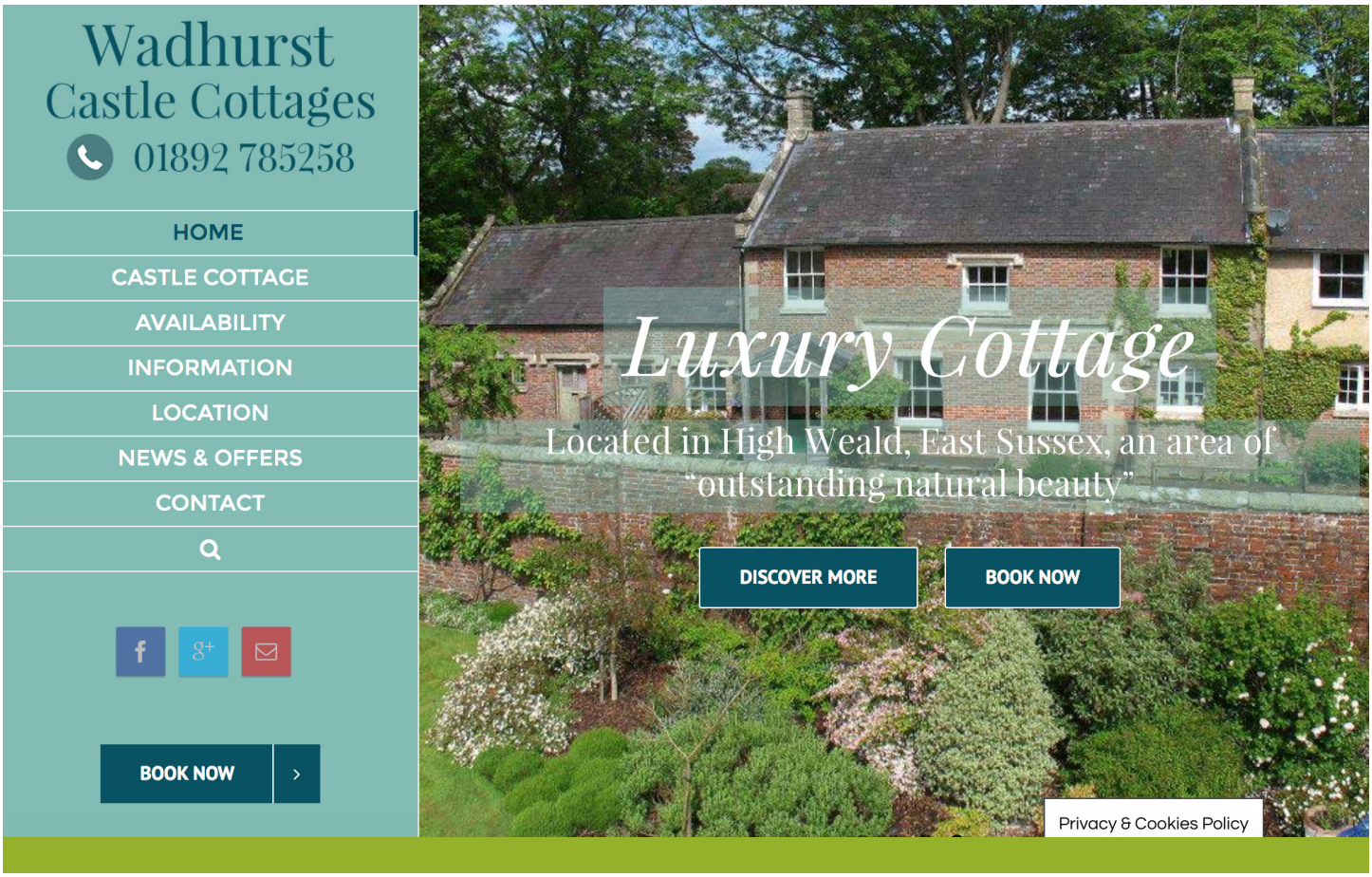


SUCCESS STORY

Premier Cottages member Wadhurst Castle Cottages selected myPC approved supplier XLR8 Marketing Ltd to refresh their website and deliver a new modern, mobile friendly, responsive website with integrated SuperControl Bookings and Guest Review System.

PREMIER COTTAGES MEMBER

NEW MOBILE FRIENDLY WEBSITE: WADHURST CASTLE COTTAGES

It had been several years since Wadhurst Castle Cottages had upgraded their website and with all the recent changes in online user behaviour and search engine technology, they recognised that it was time for a refresh.

Their website was looking dated and uninspiring, but more importantly, it had been designed to support earlier search engine requirements and being neither mobile friendly nor responsive, was now hampering the business's potential for attracting their target audience and driving bookings from new guests.

xlr8 Marketing

Web: www.xlr8online.co.uk
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Call: 0121 286 3992

Wadhurst Castle Cottages

Location
Sussex

Type
Regency Cottage

Web Site
wadhurstcastlecottages.co.uk

Number of Cottages
1-2

"We knew we needed to update our website. With our old website, anything we wanted to change was awkward"

THE CHALLENGE

Wadhurst Castle Cottages were mindful that the majority of Premier Guests now use mobile devices to view and book cottages and therefore recognised that their old website was at a disadvantage for attracting and engaging potential holiday guests. They also knew they needed to connect with their target audience through social media and although they had started to post on Facebook, their page was not connected in any way to their website and therefore they were not getting the search engine benefits from having the two channels joined together.

Since a business's website is its "shop window", Wadhurst Castle Cottages were apprehensive about making such a fundamental change with a new supplier. However, they were convinced that "doing nothing" was not an option – they needed a modern website that was mobile friendly, more engaging with current user behaviour and that gave them the flexibility they needed to manage their business.

After carrying out a comprehensive website assessment on their existing website and identifying some fundamental constraints with its design, XLR8 Marketing set about designing a new, vibrant image for Wadhurst Castle Cottages.
Recognising the importance of visual imagery, the owners had recently had a new set of photos taken and the new site needed to showcase these in an appealing and inviting way as an integral part of the new website design.

They also wanted to move to SuperControl, Premier Cottages preferred booking system, which not only provides a much more flexible and dynamic platform for allowing short breaks, automatic late offers and integration to Premier Cottages marketing facilities, but also incorporates an independent and verified Guest review facility, UpFront Reviews, as a standard feature.

THE SOLUTION

Following the brief, XLR8 Marketing designed a new website for Wadhurst Castle Cottages, incorporating:

- A modern, easy to use, responsive and mobile friendly design
- An attractive showcase to present the property in an appealing way
- Best practice SEO attuned to current search engine requirements
- Integrated booking system with owner control for short breaks and pricing strategy
- Social media integration with real-time Facebook content dynamically added to website
- Verified guest reviews dynamically displayed from SuperControl to website
- Attractive picture Gallery with categorised images eg family days out, places to eat
- Ability to add their own content including photos, offers, guest reviews, news items etc
- Content management training to enable updates without dependence on a 3rd party

THE SOLUTION

The new site took less than 6 weeks from start to finish, including the new website design and build, content updates, implementation of Super Control with online payment gateway, and migration to a new hosting service.

And the experience for Wadhurst Castle Cottages?

"We knew we needed to update our website. With our old website, anything we wanted to change was awkward – we couldn't change any text or add new photos ourselves. This meant we often had to wait for updates rather than getting the changes we wanted, when we wanted them."

"We found that XLR8 Marketing were very helpful and tolerant, responding quickly to our feedback during the website build. They worked closely with us to make sure the migration went smoothly and that we had continuity of our email service. We are delighted with the outcome – it's fantastic."

OLD WEBSITE – NOT RESPONSIVE





NEW MOBILE FRIENDLY, RESPONSIVE WEBSITE



"WE ARE DELIGHTED WITH THE OUTCOME – IT'S FANTASTIC!"

Wadhurst Castle Cottages

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OUR CORE DIGITAL MARKETING SERVICES



CREATIVE DESIGN



WEBSITE DEVELOPMENT



CONTENT MARKETING



SOCIAL MEDIA MARKETING

WHY CHOOSE XLR8 MARKETING

Whether you are looking for a full marketing service or have specific project-based service requirements such as a new website, we incorporate advice and guidance into our engagements which means that our clients benefit from the full breadth and depth of XLR8 Marketing's capability and expertise to accelerate results.

We apply our broad and deep expertise and team of marketing specialists to deliver online marketing solutions which enable you to quickly transform your online "shop window".

Reasons our clients choose us include:

- We provide websites with fresh and distinctive designs to present your holiday experience in an attractive way and create a positive first impression of your cottages as a shortlisted holiday choice
- Being self-catering cottage owners ourselves, we have an in-depth, first hand understanding of the self-catering market, market trends and the challenges that owning and managing luxury cottages present
- We offer integration with Premier Cottages preferred online booking system, Super Control, including brand matching to your website design
- We build websites using WordPress, a leading Content Management platform, which is fast to implement and really easy for you to update and manage your own content and on-going news updates
- We provide flexible designs which will accommodate current and evolving requirements, including blogging, contact registration, news, events, integration with your social media channels, such as Facebook and Twitter
- We provide regular reporting with analytics to track and monitor visitor activity on your new site to provide insight and visitor intelligence and help you convert more bookings
- We can update your brand image with fresh styling that reflects your particular cottage offering to appeal to the guests you are aiming to attract — even a new logo
- We develop new content which is easy to read, better reflects the experience you will provide for your guests and which helps them make an informed choice to book with you
- For businesses looking to really stand out, we can provide videos and animations which are a great way to bring your experience to life and also help get you found via search engines
- We enable you to connect with your fans and followers through social media and email to make sure you keep reminding them of the great times they have when they visit you and to promote offers or provide news

Contact us at enquiry@xlr8marketing.co.uk
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