

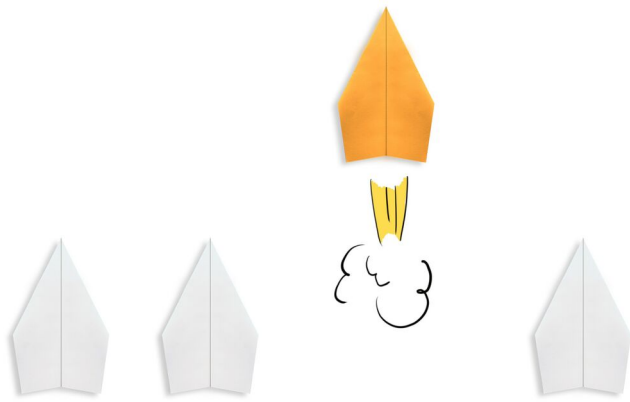
**NEW NAME,
NEW DOMAIN
BETTER
RESULTS**

*Premier Ground Transportation Provider
Completes a Rebranding
and Partners with Hudson Software to
Deliver a Faster, Optimized and
Re-designed Website.*

HUDSON
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BUSINESS SITUATION



*A new website
would help
differentiate its
brand, increase traffic
& revenue,
as well as create
competitive
advantage.*

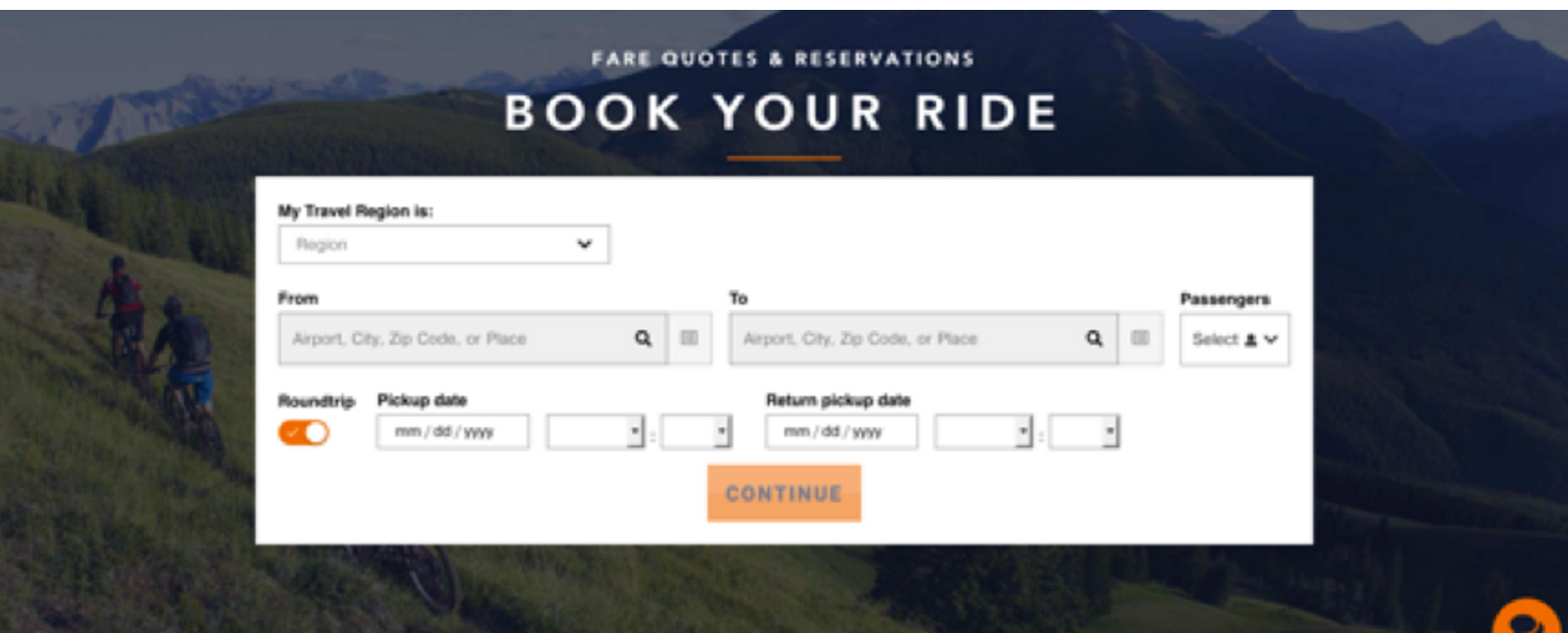
For over two decades, a Colorado-based shuttle operator had set the standard in ground transportation, offering a variety of services and flexible options for guests traveling to ski resort areas. Although a part of a larger portfolio of companies, this service provider did not bear the consumer brand identity associated with the other entities within the portfolio. Given the operator's exceptional search visibility, guest traffic, and reputation, their parent company realized the benefit potential of re-branding to help strengthen the overall organization's competitiveness and brand recognition.

As part of the transition to the new brand, the website and reservation system had to be completely re-designed. Additionally, the company's strong search presence and rankings had to be preserved and enhanced during the migration to ensure the new site benefited from the prior site's visibility as they approached the start of their peak fall and winter ski season. The company had only 6 weeks to design the site and complete the transition.

THE SOLUTION

Sales and Marketing leads worked collaboratively with Hudson Software's Digital Marketing Services team to strategize the re-design and implementation of the rebranded site. In addition to replicating over 150 pages of content from the original site, all functionality including site search, live web chat integration, blogging, alert notifications, as well as its Accelerated Mobile Pages (AMP) were moved, and re-designed by Hudson. Hudson supplemented the improvements with structured data to aid in local search; optimizing the site for usage on any device, and tuning site performance to reduce page load times and improve page speed by over 90%.

Once the initial migration was complete, The Hudson team then integrated a new and improved booking widget that simplified and shortened the reservation process and worked to increase website conversions. The reservation engine was also re-designed to reflect the new brand and identity.



After the launch of the site, page-by-page redirects were put into place to ensure no broken links or errors occurred. Hudson's team of SEO specialists updated the new site to ensure all optimization was properly incorporated during the re-brand.

The new content managed website is hosted, monitored and maintained in Hudson's secure cloud environment. It remains seamlessly integrated with the operator's back end ground transportation management suite, also powered by Hudson Software.

The re-branded website was deployed in just 4 weeks, 2 weeks earlier than scheduled and pledged - providing the company with even more time to further market and prepare for it's fast approaching ski season. All SEO was properly passed ensuring minimal impact post launch to the company's search visibility.

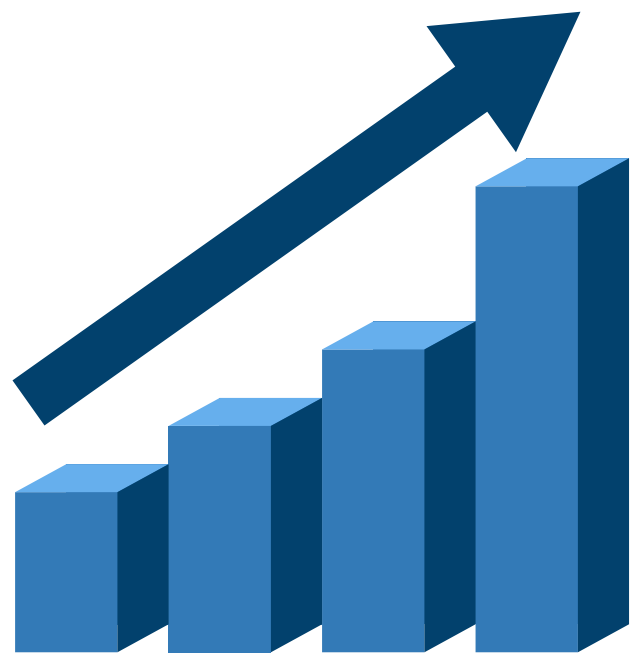
RESULTS

Despite a highly competitive market, website traffic since the launch has increased over 20% year-over-year and continues to grow.

Onsite engagement has also improved with the number of pages viewed increasing by 25% and the abandonment rate decreasing by 15%.

As the digital transformation of the operator continues, the company is relying on website behavior data to help guide additional features and content it should offer customers to ensure they always get the best experience.

They will continue to partner with the SEO specialists at Hudson Software to further enhance their online presence and revenue.



WEBSITE TRAFFIC
INCREASED BY

20+%

Contact us to learn more about how we can help you
build a better customer experience.

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