



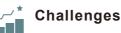
# **COMPANY CASE STUDY**

New York hotel sees 165% increase in online conversions after new website launches



# Objectives

In 2021, an independent New York hotel approached Second Wave with the goal of revamping their outdated website. The existing site, built by a large hospitality firm, was significantly underperforming industry benchmarks in terms of conversion rates.



The hotel struggled to secure funds for a new website in the wake of the pandemic's severe impact on the New York hotel market. Decreased bookings and intense competition posed significant hurdles to allocating resources.



To address these challenges, Second Wave partnered with the hotel to offer a high-value website development solution at a 40% lower cost compared to an external agency for a similar project. We also implemented a budget-friendly payment plan to accommodate the hotel's financial constraints.

# **OUR BENEFITS & MEASURABLE RESULTS**

#### Alignment with User Trends

The new website was designed to provide a more user-friendly and engaging experience for visitors. This helped contribute to the significant increase in online conversions.

## **Enhanced Brand Representation**

The revamped site better showcased the hotel's value proposition and brand voice, creating a more positive impression among prospective guests and enhancing their pre-arrival experience.

### Improved Organic Ranking

The technical aspects of the website build were carefully considered. As a result, the hotel experienced improvements in its organic search engine ranking, leading to increased visibility and traffic from potential guests.

165% Increase in conversion rate

**182%** Increase in website visitors