



spotlight on

NAPA RIVER INN

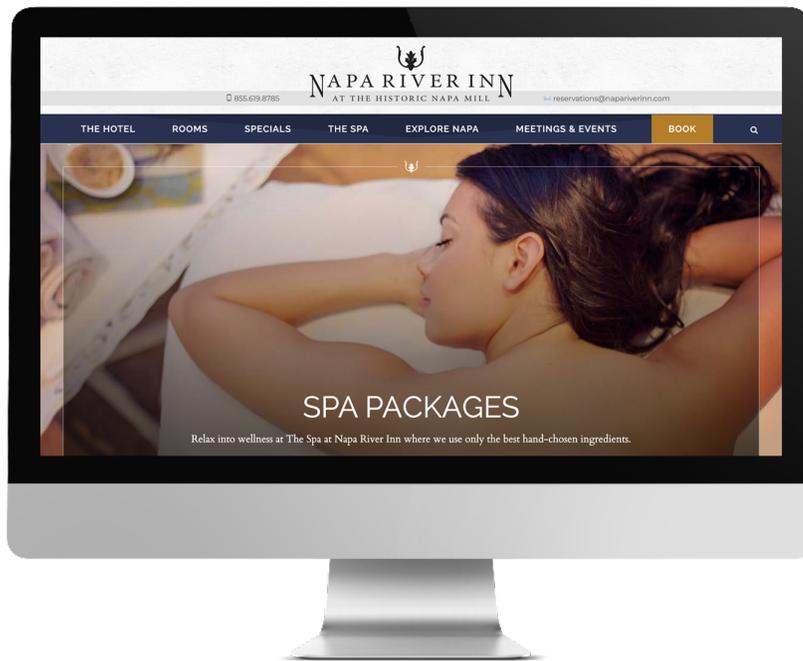
BRAND DISCOVERY

At the start of our collaboration with the boutique hotel site Napa River Inn in California, Simpleview met with the Napa River team for a brand discovery, absorbing the charming personality of the luxury property. We addressed the team's main goals for the site, such as increased conversion rates, longer stays, improved reach, and increased consumer opt-ins, and established key performance indicators like unique visitors, page views, and e-newsletter sign-ups.

CMS TECHNOLOGY

For Napa River Inn's website, we focused on designing and showcasing the various room options, selling gift certificates for e-commerce, and collecting guest contact data from site visitors to deliver e-newsletters. We were also able to provide some of the latest Content Management System (CMS) technology for their site:

- **The TripAdvisor Widget**, which is incorporated in the design on the specials and packages and rooms page, providing ratings and reviews.
- **Google Rich Snippets** for enhanced search engine optimization within specific content and booking conversion tracking for more detailed accountability and decision-making.
- **Shopify Integration** for Gift Certificate and Donation Requests, providing enhanced e-commerce tracking and reporting.



CRM CUSTOMIZATIONS

Not only is NapaRiverInn.com built on the Simpleview CMS, but the integration of their CMS with our Customer Relationship Management (CRM) system adds even more efficiencies towards reaching their overall goals. Since the Inn had different needs than a Destination Marketing Organization requires from our CRM, we repurposed the Consumer User Group to not only track individual visitor interests, but also RFPs, donation requests, venue booking interests, and more. The hotel uses their Member/Partner User Group within the CRM to manage special offers. A custom Events feed integrates local events while spotlighting the Inn's own unique events, and Listings highlight a concise selection of nearby restaurants and attractions.

RESULT

The result is a gorgeous, user-friendly site that highlights the beauty and historic charisma of the hotel as well as the convenient waterfront location and plethora of nearby activities that will make visitors want to stay even longer. With an updated look and modern features, NapaRiverInn.com is ready to engage visitors and track the hotel team's goals for 2017 and beyond.

ARE YOU READY TO TAKE YOUR WEBSITE TO THE NEXT LEVEL? Call our account services team at **520-575-1151** or email us at **ACCOUNTMANAGERS@SIMPLEVIEWINC.COM**.