

CASE STUDY: WEBSITE REDESIGN

Potter County Visitors Assn.



SITUATION

Known for the darkest skies and the brightest stars in the eastern U.S., Potter County in Coudersport, Pennsylvania is a stargazer's paradise. A true getaway from today's overabundant runaround and information overload, this destination will encourage you to escape your offices and get outside for state-park exploring, hunting, fishing, skiing, hiking, and even antiquing.

Yet, how could the two-person DMO draw visitors' attention to this Pennsylvania paradise with an out-of-date website? The Executive Director knew it was time for a site redesign, especially after attending the 2012 Simpleview Summit and realizing that being accessible on mobile technology was becoming a necessity and not just a "nice-to-have". So, his friends at Simpleview helped him make it happen in a way that would please the board, but not bust their budget.



SOLUTION

The Simpleview team, from CEO to Creative Director to Project Manager, worked diligently to deliver a quality site with practicality, beauty, and longevity to meet this DMO's specific needs. Potter County's wish list included transferring their consumer base to Simpleview CMS on the back-end; and a responsive site with features such as an event calendar and TripAdvisor reviews on the front-end.

Simpleview also brought in their Destination Travel Network (DTN) team to help VisitPotterCounty.com create a new source of revenue through managed online advertising, which was invested into the site redesign. In addition, Simpleview's creative team also assisted Potter County with updated branding. They designed a fresh logo based around the association's established brand elements and incorporated it throughout the site.

"It was easy to communicate to our board where we were and what was expected of us at any point."

David Brooks,
Executive Director



RESULTS

Within a year of the site redesign, VisitPotterCounty.com was honored with two awards for website excellence, and the Executive Director and board couldn't be happier. "I know this [website] will change our lives, both personally and professionally, and do wonders for our tourism economy in Potter County," said David Brooks.