

Case Study | Visit Phoenix

VISIT PHOENIX & SIMPLEVIEW: the diverse desert destination needed a website redesign

Splashing in a resort pool, taking a scenic hike through the mountains with cactus views, enjoying dinner and drinks on a downtown date night — Phoenix, Arizona, is one desert destination that has a diverse array of never-ending adventures. As a destination marketing organization (DMO), Visit Phoenix is tasked with showing off the desert-city mashup to potential visitors, which is why it needed a stunning, cohesive, updated website.

Visit Phoenix was no stranger to Simpleview prior to this website redesign. The DMO is a longtime user of Simpleview CRM and CMS, along with MINT+, DTN, FuturePace, Act-On, and its Cvent integration.

Because of this extensive history and trusted relationship with Simpleview, the DMO felt confident diving into a website redesign, which was long overdue.

GOAL:

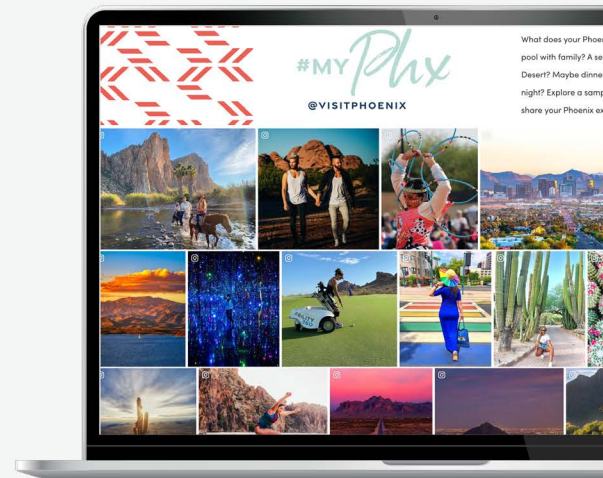
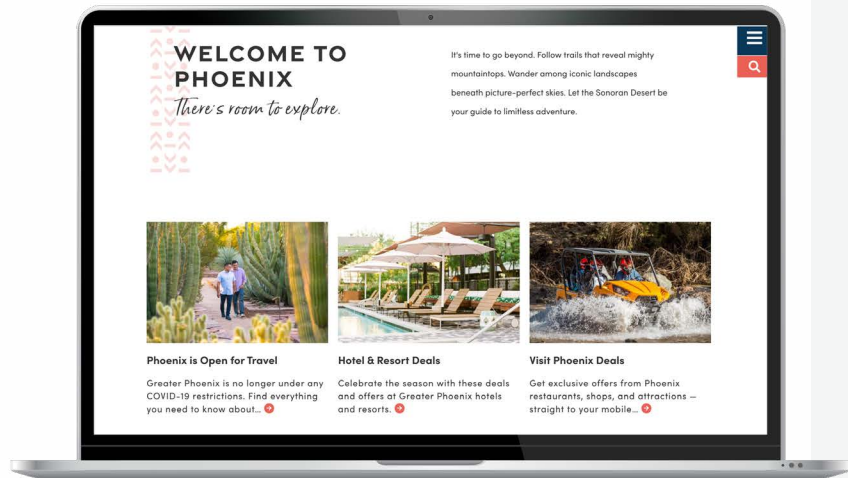
A DMO's website is often the first point of exposure to a destination, and because of this, the team at Visit Phoenix set goals focused on their digital presence and success. **Some of these goals included ensuring the new website would:**

- **Improve key website engagement and conversion metrics**
- **Reflect the destination's new, modern branding**
- **Inspire and ignite in travelers a desire to visit Phoenix, Arizona**



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CHALLENGES

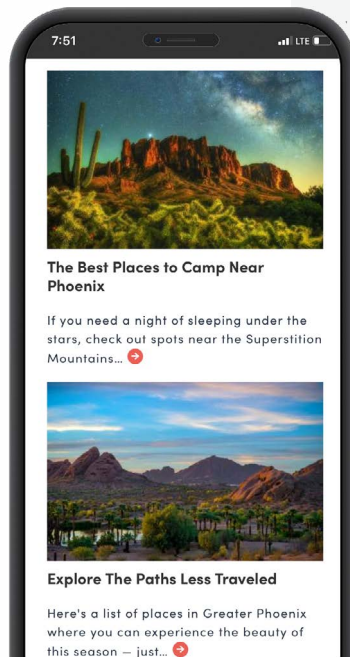
The last time the Visit Phoenix website went through a design was 2015 — and according to Steven Totten, digital marketing manager at Visit Phoenix, its design reflected that. “The fonts, layout, and colors were dated and not reflective of Visit Phoenix’s new brand, which was launched between 2020 and 2021,” said Totten.

Other challenges included:

- Higher than desired bounce rates — once a website visitor reached a listing detail, they usually dropped off the site
- The community map that was on the website had confusing naming conventions and pointed to outdated information
- The sitemap had content no longer relevant to today’s visitors

SOLUTIONS

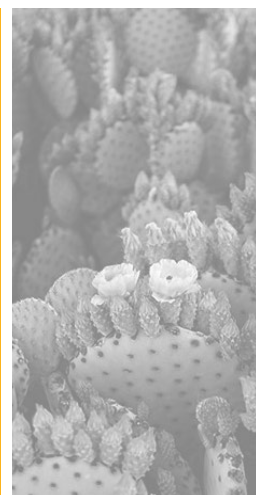
“The website redesign with Simpleview has pushed our marketing team to think critically about what a potential visitor is searching for, and how to design content in a way that will encourage them to interact with the website and eventually encourage future visitation,” said Totten. “We worked with the Simpleview design team to implement features that were not previously available, such as the automated related content feature on listings details.”



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STEVEN TOTTON,
Digital Marketing Manager
at Visit Phoenix



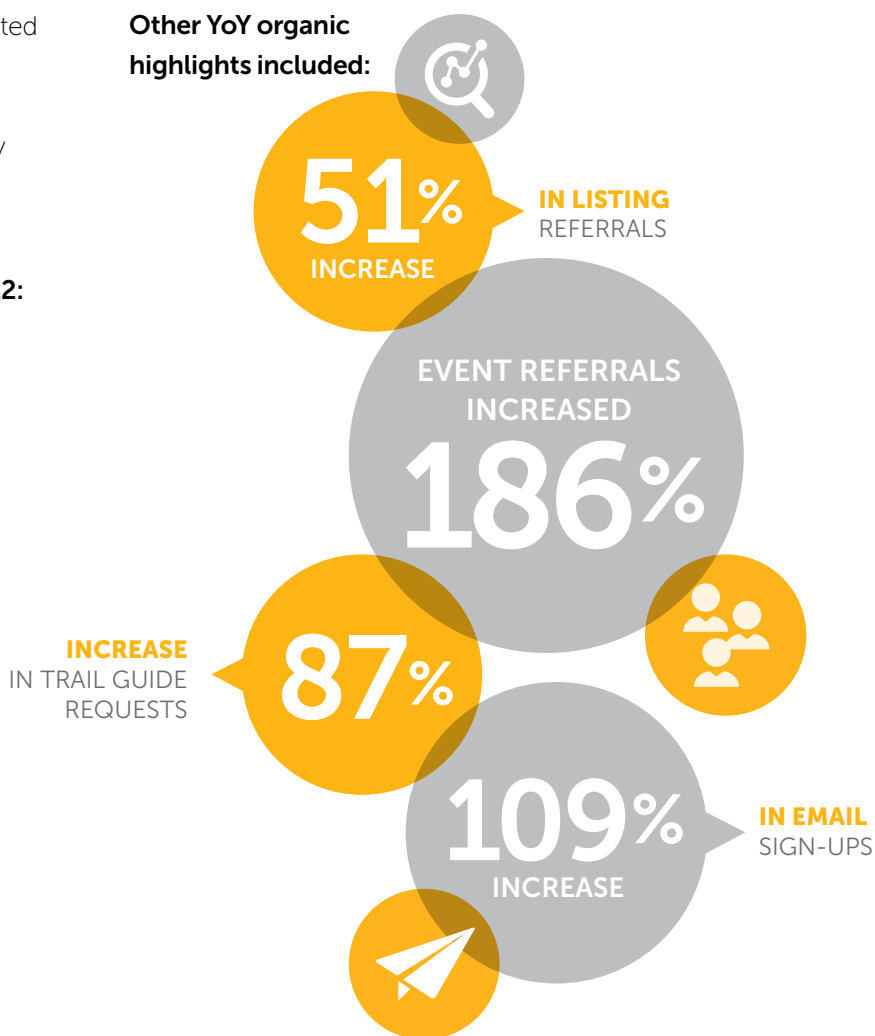
RESULTS

Since the redesign, Visit Phoenix has reported the most monthly website sessions ever and was able to point out destination-specific content that was missing on many competitors' websites.

Below are other results reported from Visit Phoenix's SEO report for March 2022:

- Organic traffic was up **48%** compared to 2021
- Sessions that entered on "Event pages+details" were up **137%**
- "Things to Do," the top landing page for the month, was up **45%**

Other YoY organic highlights included:



SEE IT IN ACTION

WANT TO LEARN MORE ABOUT HOW A WEBSITE REDESIGN CAN WORK FOR YOU? Email us at accountmanagers@simpleviewinc.com or call us at **520-575-1151**.

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