

case study | visit fredericksburg:

SUCCESS WITH SIMPLEVIEW'S SEO

Fredericksburg, Texas, is someplace special. Behind the elegant shops and fine dining, you can feel the authentic German influence and see reminders of heritage in both the historic buildings along Main Street and the German cuisine at local restaurants.

You wouldn't know now from looking at their current website, but it was not long ago that Visit Fredericksburg's online presence was, in their own words, "behind the times." Last updated in 2009, the destination marketing organization's (DMO's) site was in serious need of a total redesign to spotlight the many changes that had happened in the city.

Visit Fredericksburg dove right in with Simpleview — they launched a redesigned website, implemented the customer relationship management (CRM) tool, and subscribed to search engine optimization (SEO) service. Since then, the DMO has reported continued success with Simpleview's tools, with numbers growing even during a global pandemic.

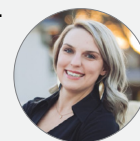
THE GOAL:

There was a clear goal for this project from the start: after revamping their outdated website and creating one that is modern and user-friendly, **the goal was to utilize the Simpleview SEO service to increase organic ranking and search traffic.**



We're so excited that **despite the industry averages with COVID-19, we are still seeing an increase in numbers** and we're still beating the industry average year over year."

— AMANDA KOONE



Director of Communications,
Fredericksburg Convention
and Visitor Bureau



CHALLENGES:

Other than having an outdated website, one of the major challenges Visit Fredericksburg faced was the lack of organized data; with its previous software, the DMO did not have a collection of organized data to observe and track. There was no knowledge of its organic searches, or how high/low the website ranked in Google when travelers searched keywords.

Also noteworthy is the challenge of the previous site not being mobile friendly. **The DMO realized that most visitors were accessing the website on mobile devices while already in the location, most likely looking for maps, suggestions on places to eat, event dates, and more.** However, without a mobile-friendly website, they were missing out on enhancing their visitors' overall experience — which meant not taking full advantage of the success from the SEO.

SOLUTIONS:

Each month, a Simpleview SEO analyst puts together a report containing information on the Visit Fredericksburg website's organic performance. From there, the analyst considers the DMO's content calendar and works to provide keyword research on their upcoming topics. His recommendations include suggestions for new content to add to the site, as well as ways to repurpose older, well-performing content in order to boost website traffic. By utilizing Simpleview's SEO service, the stunning new website ranked higher in Google searches, leading to more people clicking on their listing.



SEO is making us rank higher so people click on our website — we are really following our SEO analyst's recommendations."

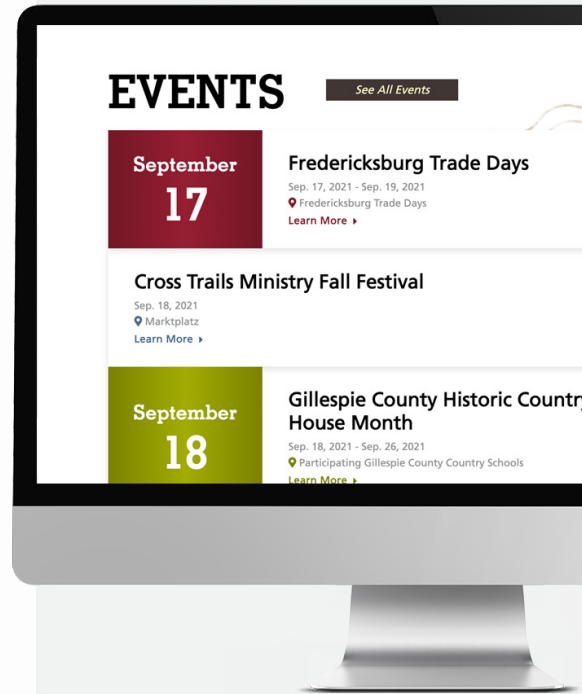
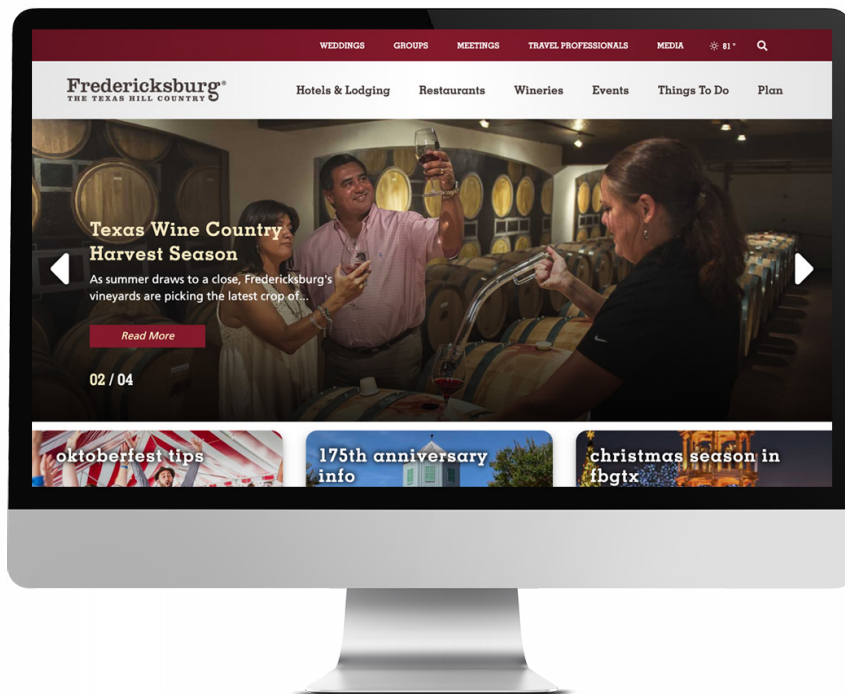


– **SEAN DOERRE**

Communications & Digital Content Manager
at Fredericksburg Convention and Visitor Bureau

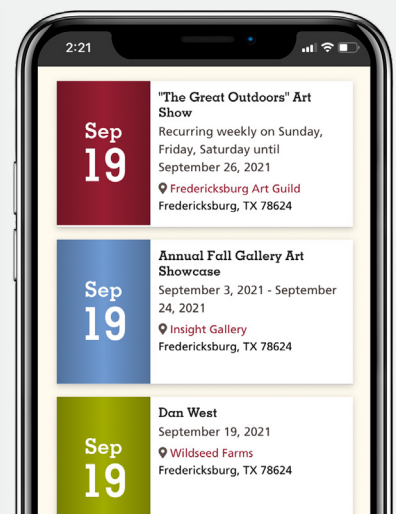
Taking an integrated approach with Simpleview's website redesign and marketing tools, both the consumer and DMO benefited from the connected searches based on content that was most relevant.

This means that consumers get the information they are looking for — and the DMO receives direct exposure to their desired target audience because they are providing useful information that helps the searcher make an informed decision.



One example of an SEO solution implemented by Visit Fredericksburg was the creation of a targeted landing page for *Texas Hill Country*. Located at the heart of this region, the Fredericksburg team wanted to target *Texas Hill Country* as a keyword in order to spotlight their already popular reputation for wine, and increase organic ranking and search traffic to the site. Before this change, they were on the fourth page of Google when someone searched the phrase *Texas Hill Country*. **The Simpleview SEO team reviewed the page and followed best practices for optimizations and now the DMO's website is near the top of the first page of search results.** "I don't think there is anything that makes our CEO happier," said Doerre.

To make the most of their SEO success and high ranking on Google, the DMO also made their website **mobile-friendly**, complete with a Google mapping feature and events calendar, to improve the experience of their viewers.



“

I feel like we're in a **really good place now because of Simpleview.**"

– SEAN DOERRE

Communications,
& Digital Content
Manager at Fredericksburg
Convention and Visitor Bureau





RESULTS:

The DMO's new and improved website has been seen by a plethora of travelers who are looking to escape the cities and go on a rural getaway. With Austin, San Antonio, Houston, and Dallas all just a short road trip away, Fredericksburg hosts many Texans who want a weekend away from the hustle and bustle of their cities. **With a redesigned, mobile-friendly website and an increase in website traffic, the DMO is seeing sales tax returns and hotel occupancy tax returns improve.**

A year after launching on November 21, 2019, Visit Fredericksburg has welcomed **1,045,212 users, compared to 885,149 in the year** leading up to the site transition. This gain was made in the middle of a global pandemic when web traffic was almost non-existent for the month of April 2020 —typically one of the site's busiest months.

THE SITE EXPERIENCED:

Amount of time users spent on the site **grew** from

2:22 to **3:17**

Decreased the amount of single page sessions from

54.04% to **41.21%**

12K+
USERS

Highest ever **daily visitation** on record

PAGES THAT HAVE PERFORMED WELL:

63%
INCREASE

in **outdoor content** for organic search

700%
INCREASE

in **Wineries content** for organic search

100%
DURING THE
PANDEMIC

Hotels/Lodging content sessions increased



Not only does the website look leaps and bounds better, **the Visit Fredericksburg team is now able to drive higher quality traffic to the site** with optimized keywords, allowing future travelers to view the content for years to come.

NOTABLE KEYWORDS with improved performance since the site transition:

Number of positions **"Texas Hill Country"** improved in Google and is now ranking within the top **3 positions** on average

23
POSITIONS

"Fredericksburg wine tours" improved **6 positions** and is now ranking in the top position on average



The site surpassed its **highest ever monthly visitation** from October 2020 again in March 2021 with **156,597** users — showing that the site continued to build upon that growth.

156,597
USERS

ADDITIONAL SUCCESSES:

60%
INCREASE

in **Pageviews** for hospitality partner listings on the website since site launch

Visitor Guide
requests

OVER A
350%
INCREASE



SEE IT IN ACTION

INTERESTED IN A SEARCH ENGINE OPTIMIZATION (SEO) SERVICE FOR YOUR DESTINATION?

Email us at accountmanagers@simpleviewinc.com or call us at **520-575-1151**.

