

www.glenferriehotel.com.au

CASE STUDY



Before

After

About:

The Glenferrie is known for its incredible Victorian Interior, fantastic restaurant quality food and catering for all functions 7 days a week. There is accommodation upstairs for function guests, corporate travellers and patrons. Every night caters to a different crowd, with entertainment to suit.

Challenge:

With so many hits to the website via mobile, it was only natural that a convenient mobile site should be created containing all the features locals and entertainment goers are looking for.

Solution:

By providing mobile specific features like 'Call Us', 'Find Us', and 'Hotel booking', customers were able to contact the hotel with one click. Other popular features include 'Reviews', 'Social media' and 'Coupons' allows the Hotel to further engage with the customers and to promote the website. All things that cannot be done on a desktop site!

Result:

Creating such features has enabled The Glenferrie to remain competitive in a very saturated entertainment location and provide its customers with what they need then and there. All areas of the business have gone from strength to strength.

Top Clicked features, 1st Nov 2012 to 22nd

TOP TEN FEATURES	MONTHLY TOTAL
Full Website	190
Menu	90
Hotel Booking	64
Find Us	48
Opening Hours	45
Call Us	24
Facebook	17
Buy 1 Meal	13
Function Enquiry	13
Foursquare	7
All Others	19

goMobi Case Study Changes to increase results

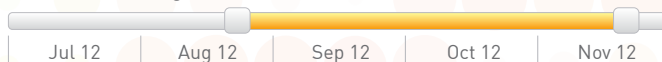
After noticing a considerable amount of traffic still going to the full website, some features were added to improve the users experience.

goMobi advice to improve results: Update the menu's; Add Online Hotel Booking Button; Optimize for mobile; Add Function Enquiry Form; Change Graphics to align with the Victorian interior.

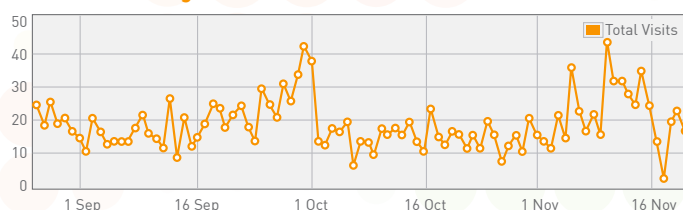
Testimonial From the Owner, Mark Henderson

"It's actually been very surprising. The amount of increased take up we have had with people calling us, using the maps to find out where we are and making bookings has been absolutely fantastic. We get on average 40 plus calls per month just from our mobile site – I wish my website could do that."

Select a date range:



Selected: 21 Aug 2012 - 22 Nov 2012



Site Usage

Total values for selected period. Click on an item to view the graph.

1693 Total visits	1357 New visits
1548 Unique visits	2.8 Avg. page views
336 Repeat visits	77.6s Avg. time on site

For more information, or to arrange a product demo, contact our team:

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