

www.sorrentobeach.com.au

CASE STUDY



Before

After

Top Clicked features, 1st Nov 2012 to 22nd

TOP TEN FEATURES	MONTHLY TOTAL
Rooms	435
Full Website	174
Find Us	94
Images	90
Packages	87
Restaurant	73
Contact us	35
Review	12
Call Us	9
New Videos	7
all others	11

goMobi advice to improve results

How to improve the loading time? Install the re-direction code at the top of the header page, so it loads straight away.

Testimonials From the Owner, Andrew Slomp

"This mobile site is fantastic. We have seen many enquiries come through for our various facilities and services. Displaying other offerings like make a direct booking, contact us directly and also having the social media links front and centre has increased traffic and voice. With over 4000 Total Visits in just 3 months, we are very happy with the result. The mobile site makes us money because it drives customers to us. Literally as well as figuratively as people find us so much easier with the maps and call us here button features."

About:

Located just 20 minutes north of Perth City. The Sorrento Beach Hotel is one of the busiest resorts on the coast, within walking distance to Scarborough Beach, the ferry to Rottnest Island, shopping, restaurants and fishing charters. The resort itself has many functionalities and offerings.

Challenge:

Allowing holiday goers to use the maps feature, connect easily and quickly while keeping ahead of the competition.

Solution:

Optimizing the mobile site with key features and links to the website. Allowing users to quickly get directions, call and see the key offerings, images and services instantly.

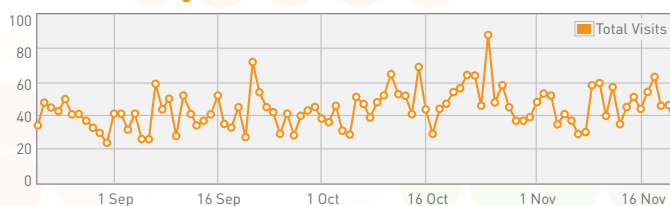
Result:

Quality resort Sorrento Beach Perth is in the Top 20 of most visited mobile sites. Continuing to grow from strength to strength increasing every feature consistently. Having over 4000, yes, 4000 visits in less than 3 months, the mobile site speaks for itself

Select a date range:



Selected: 21 Aug 2012 - 21 Nov 2012



Site Usage

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

4099 Total visits	3376 New visits
3817 Unique visits	3.9 Avg. page views
723 Repeat visits	108.2s Avg. time on site

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

email: sales@goMobi.info

web: gomobi.info