

Case Study

User Experience Strategy,
Digital Brand Development,
Web Design and Development,
and Personalization for
Amelia Island.



AMELIA  ISLAND

1 An enchanting destination.

Located just off the coast of Florida, Amelia Island is a mesmerizing travel destination that's easy to reach and virtually impossible to forget. Their website, however, was none of those things. Amelia Island's Tourist Development Council reached out to us to completely overhaul and enhance the online visitor experience that acts as their primary tourism marketing channel.

The first thing our team did to prepare was to head to the Island for a few days to absorb the vibe and get immersed in the essence of this amazing place. Yes, those are perks of the job #sorrynotsorry. It was easy to see what was missing from the web experience after being there: elegance, history, nature and culture – a multitude of unique characteristics and activities that cater to different types of travelers. One generic online experience was clearly not going to cut it.

Our team got to work and created a personalized, easy-to-use, spirit-encapsulating website that delivered relevant content to various traveler types based on their behavior or interests. Winner of the coveted Kentico Website of the Year for Best Travel Site, Amelia Island finally has an online destination worthy of itself.



2 Services.

- › User Experience Strategy
- › Information Architecture
- › Digital Brand Development
- › Responsive Design
- › Personalization Strategy and Implementation
- › Development on Kentico Content Management System
- › Data Migration
- › On-going Digital Support

3. Results.

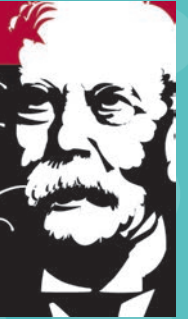
Although Amelia Island's charm made it tempting to keep the place a secret, millions of visitors have been introduced to the elegance and beauty of this magical place through our work. The results of a five-year partnership with Amelia Island's Tourist Development Council speak for themselves. Traveler tip: if you ever go, make sure to see the sea turtles!



Site of the Year
Winner 2014

VISIT FLORIDA

*Flagler
Awards*



76%

Increase in total web visitors
in the first year.

79%

Increase in new web visitors
in the first year.

37%

Increase in new user visits
via organic search.

450%

Increase in web conversions.

\$580^K

Revenue increase of \$580k
per month attributed to
increase in conversions.

\$7.7^M

Annual revenue impact
of \$7.7M.

4 From back story to success story, SilverTech changes the game.

