

WEBSITE DESIGN

VACATION RENTAL CASE STUDY



THE CLIENT

The Breakers OF FORT WALTON BEACH

The Breakers of Fort Walton Beach offer luxury vacation rental one, two, or three-bedroom condos on the Florida Panhandle's Emerald Coast.



THE WEBSITE: BEFORE



The Breakers of Fort Walton Beach's website was a few years old and due to be upgraded. The previous site had the following challenges:

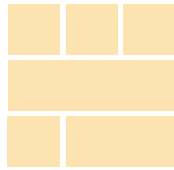
- ✓ Many staff members and guests didn't think the website fully represented the property or its atmosphere.
- ✓ The website lacked functionality. They wanted to be able to give their website visitors more and truly take advantage of current digital marketing tactics (ex: blogging, downloads, an event page).
- ✓ The website code was becoming outdated and losing SEO ground.
- ✓ The website didn't convert for all personas they wished to target. They felt they were leaving money on the table.

After a discussion with key members of the The Breakers team, we developed a plan that would reach their goals and solve their challenges.

WEBSITE GOALS



A vacation rental's website is often the first and most important impression for potential guests. We reimagined The Breakers website, focusing on these main areas.



Attractive &
Modern Layout



Easy Booking



Designed to Convert
Visitors Into Guests



Emphasize Information
Visitors Are Looking For

MODERN LAYOUT



Modern Design

The redesigned website incorporates stunning beach imagery, helpful icons, and smooth sidebar navigation. Fully responsive, the site looks great on any screen size.



Focus on Images

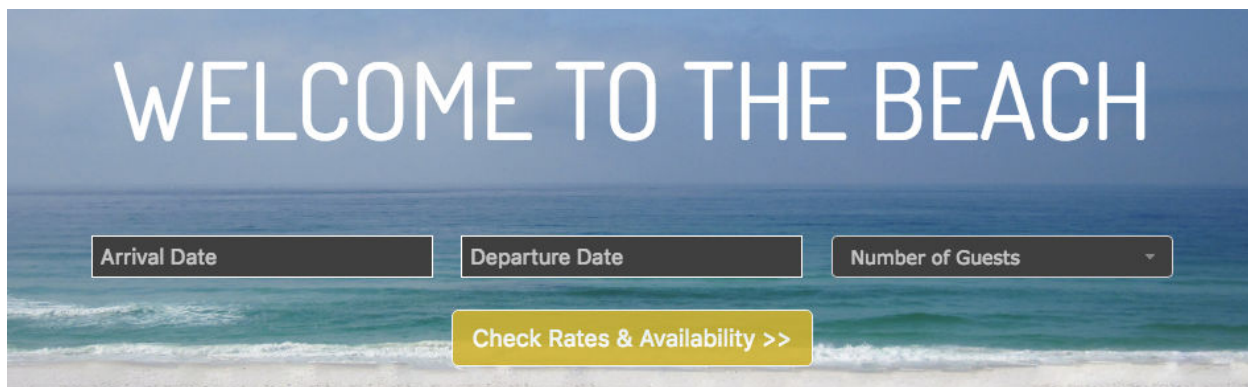
Visitors looking for the perfect beach vacation spot love to see images of the beach and picture themselves there. The new website uses large, attractive photos featured prominently throughout the site.



EASY BOOKING

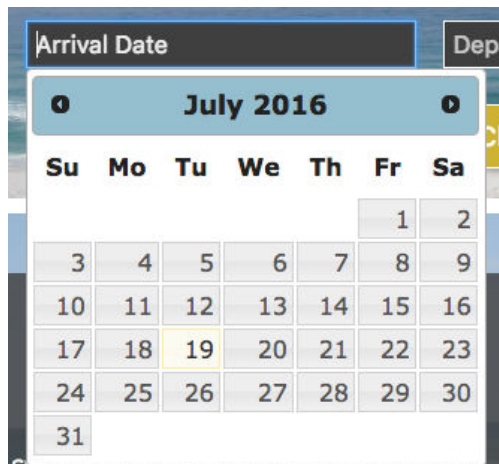
That Was Easy...

Vacation rental website visitors want to know if there are units available during their vacation dates. The Breakers website easily answers this question with booking and availability near the top of every page.



Intuitive Interface

Visitors can choose arrival & departure dates using an intuitive date-picker that integrates seamlessly with The Breakers reservation system.

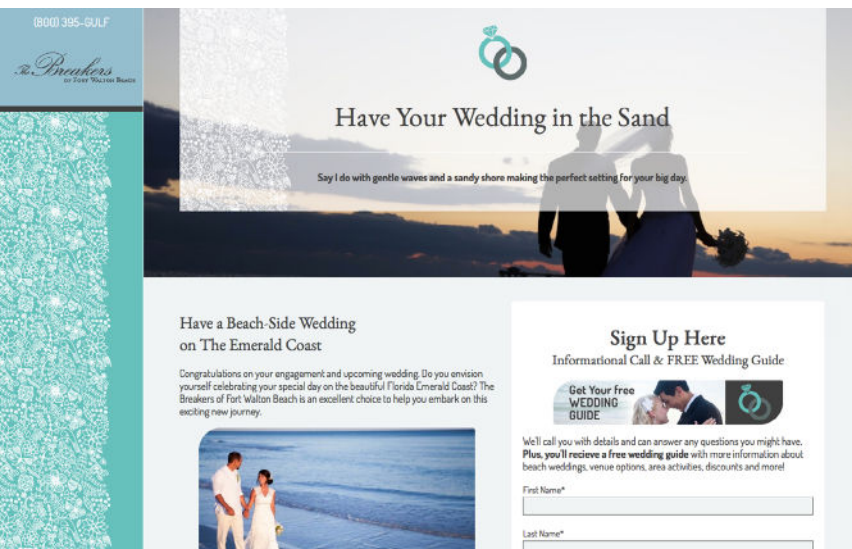




DESIGNED TO CONVERT

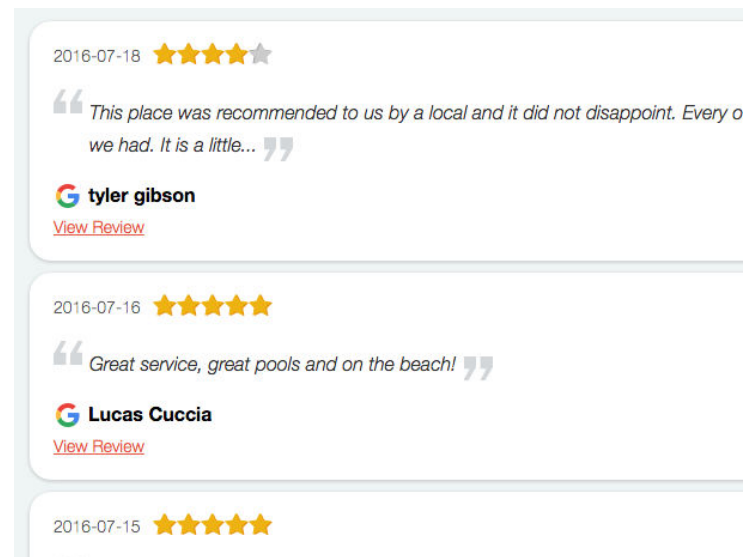
Landing Pages

Encourage visitors to convert into guests with a personalized landing page.



Guest Reviews

The website displays guest reviews for social proof and credibility.



Free Content Offers

The Breakers offers useful, free content to its visitors - like this wedding guide - helping them to attract various guests.





EMPHASIZE CONTENT

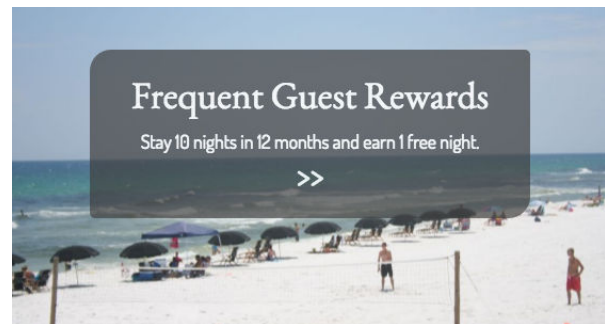
Live Beach Cam

The Breakers visitors and guests love the live beach cam feature. We link to it right at the top of every page for easy access.



Specials

Visitors looking for great deals can find specials on the first level of the menu and in a feature block on the homepage.



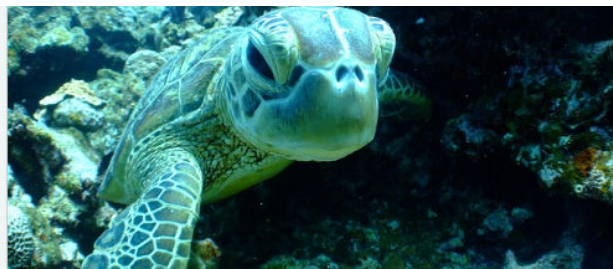
Local Events Listing

The Breakers offers valuable information to its guests through its local events page, featuring fun events and activities nearby.



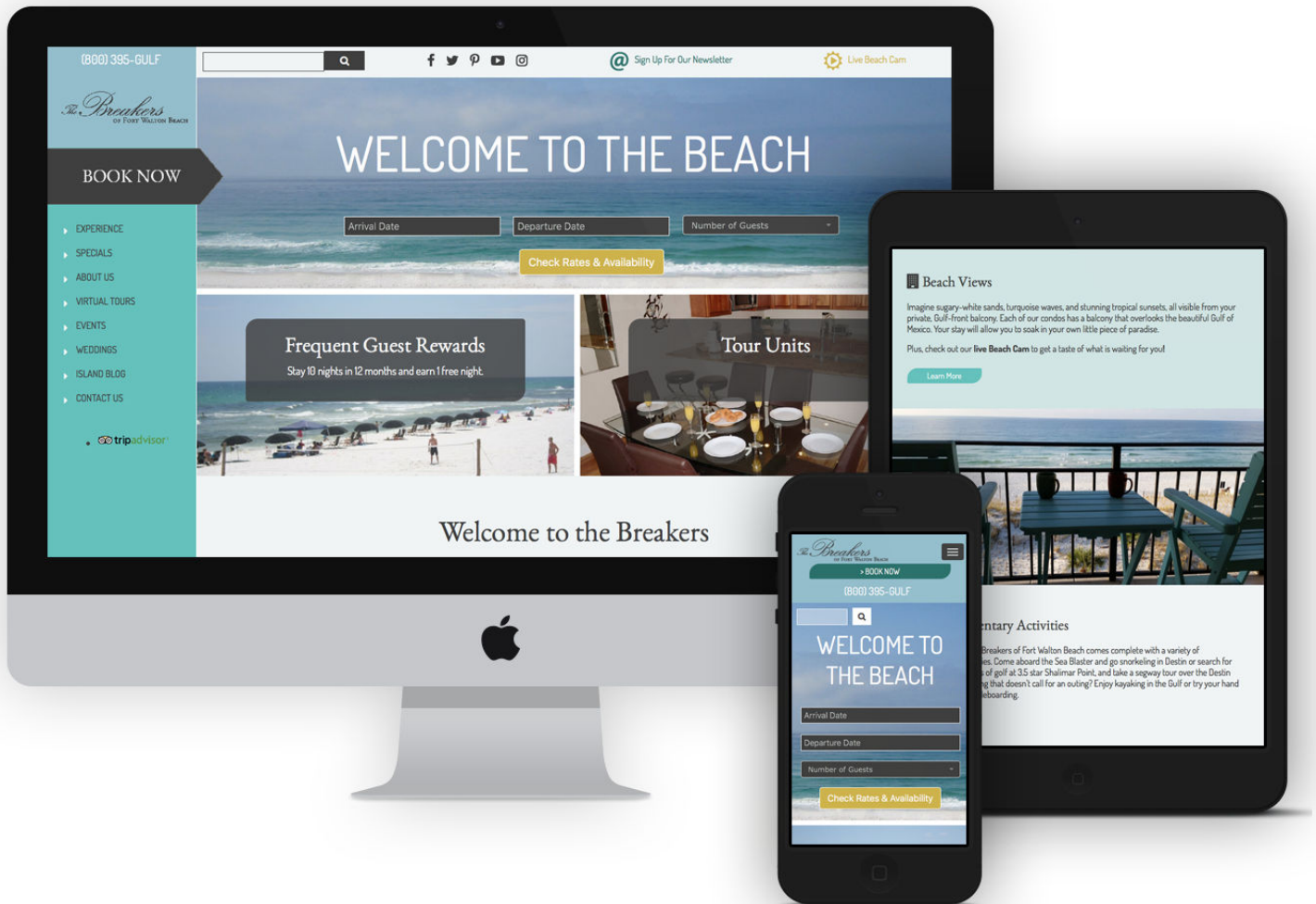
Okaloosa Island Fireworks!

📅 Every Wednesday from June 1 - Sep 4 at 9PM



Nighttime Educational Beach Walks

THE WEBSITE: AFTER



THE RESULTS



No matter how nice a website looks, it serves no purpose if it doesn't return results.

In the first 60 days after launch, the Breakers redesigned website experienced:



- ✓ Increased unique website visitors
- ✓ Increased pages per session
- ✓ Increased new sessions

Over A

300%

Increase in Leads Generated

THE REVIEW

Here's what Lia Morris, the general manager at The Breakers had to say about their website redesign experience:



"When I joined the Breakers team in November 2015 I found our website at that time archaic at the very least. I didn't even know where to start with putting together a new website but knew it had to happen. The team at Captevrax met with us to find out what "look" and functionality that we wanted and then added what they needed to be able to provide us the reports & tracking on website visitors. When the opportunity to use a different platform became available they analyzed our current marketing budget, made changes and realigned some costs, so that we could take advantage of a system that would work better for us. I didn't have to look at any costs to make it happen as they were well prepared with the information.

When the website build began they sent us links regularly of the progress they were making so that we could offer input. We made minimal changes as they hit the mark with EXACTLY the look and functionality we were looking for. The best part for a small company like ours is that even though we don't have I.T. staff members or a marketing team to speak "the language" it takes to transition into the technical world, Captevrax was able to explain the processes so that we all understood it. They have offered training, scheduled "go to meetings", followed up on all the contacts that we receive and delivered the completed website on the date they promised with no delays. They absolutely have gone well above and beyond what we paid them, not only for the website design, but in everything they do for us.

As long as they keep us as clients, we will be spending our marketing budget with Captevrax."

How's **YOUR** WEBSITE?



Could your vacation rental website use some help?
Let's work together to redesign your website and
start getting real results.



- ☆ Plan & Strategize
- ☆ Create Unique Content
- ☆ Design the Look
- ☆ Develop & Publish
- ☆ Engage Visitors

Interested?

Click here to schedule a no-obligation, free consultation >>

Thank You!