

Tourism Case Study

Overfield Farm, Tissington, England

Mrs Julie Stone wanted a presence on the Internet for her charming Bed & Breakfast establishment located in the picturesque village of Tissington. Tourism Web Design (2Seekout.com) had a meeting with Mrs Stone to discuss what her requirements were for the website. The criteria was comprehensive:

1. Promote the B&B on the Internet
2. Affordable web hosting and domain registration for 'www.overfieldfarm.co.uk'
3. Setup email access so Mrs Stone could send and receive emails using '@overfieldfarm.co.uk'
4. Setup a virtual tour of the delightful bedrooms using panoramic images
5. Create a printed brochure to complement the website
6. Ensure the Overfield Farm website was highly ranked on search engines like google

Tourism Web Design registered on behalf of Mrs Stone, the domain name for Overfield Farm and setup web hosting for the website. Another meeting was setup to take digital video footage of the bedrooms and surrounding area ready for use on the website. The website was designed in three days along with the panoramic images.

Email access was created on Mrs Stone's computer and training was provided to show her how to send and receive emails from customers who visited the website. The website was promoted by a mixture of search engine advertising, swapping links with other high profile tourist websites, printed literature and optimised keywords on the web pages itself.

The website was designed to ensure quick and easy navigation around the webpages. Another important factor was carefully placed keywords to attract high rankings on search engines. This ensured the website would be found within the first or second page of search engine results like Google and Yahoo.

Panoramic images of the rooms in the bed and breakfast allowed customers to view the rooms at their leisure as well as providing an unique attraction on the website.

A leaflet for the B&B was designed by Tourism Web Design with useful information included about the bed and breakfast, directions and surrounding area. Of course the web address and email was included on the printed leaflet to promote the website further.

After only two days since the website went live, Mrs Stone was receiving emails around the world requesting availability and bookings of the rooms at Overfield Farm. Now the majority of Overfield Farm's bookings come from the website.

For a small investment, the Overfield Farm website had increased their marketing presence from mainly word of mouth and passing trade to a world wide audience overnight.

Please feel free to ask us for more case studies or recommendations from our clients.

Contact us on 01335 324 381 to see how your business can benefit from being on the Internet.

Click on link: www.overfieldfarm.co.uk