

The King and Prince Beach & Golf Resort Mobile-First Design for a WordPress Blog

The Challenge

The King and Prince Beach and Golf Resort is a long-time client of Unidev's. We have had the opportunity to work with them on a number of digital marketing projects, including their social media strategies, a responsive website, paid search strategies, and search engine optimization, to name a few. Recently, they partnered with Unidev to update their blog.

The Resort spends a lot of time researching and writing interesting blog posts but with the new mobile-first initiative of search engines, their blog wasn't getting the traffic it should. Along with the blog needing to be responsive, it needed a fresh design to match the more recently updated main website.

The Opportunity

Unidev's web design and development team created a responsive blog in the WordPress content management system. The CMS meets the demands of the mobile-first initiative and allows the blog administrators to easily update their content and publish new posts. Unidev's team was able to update the existing plugins and add a new one that better compresses images to improve page speed, and they added more social media sharing functionality.



The Win

The new responsive blog redesign allows for more mobile traffic, as well as additional traffic being driven back to the main website.

Comparing before and after data, total blog sessions were up 20%, traffic from mobile devices was up 92%, and referrals back to the main website increased by a staggering 380% due to more compelling call-outs on the blog.

This changes also resulted in faster load times, and with the new updated design, there are more ways for users to find posts most relevant to them. With such a vast array of subject matter including, weddings, meeting planning, golfing, beach vacationing, and more, we needed a way to categorize all the topics easily while still making the blog look fun and interesting. We used big images as a visual towards the top, but also grouped them in different ways throughout the home page so users could find posts by category, date, recent posts, and a new travel guide section that provides more evergreen content about traveling to the St. Simons Island area.