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The King and Prince Beach & Golf Resort
Responsive Design and an Interactive Map

The Challenge

As a long-term client, Unidev has helped The King and Prince Beach & Golf Resort to stay on the forefront of usability with past site redesigns and pages dedicated to mobile users as well as ongoing digital marketing efforts and tools such as an interactive map and online event calendar. From 2014 to 2015, total sessions from mobile visitors jumped by 42% indicating that their website audience was increasingly using mobile phones to access the website. Based on the needs of their audience, it was critical that The King and Prince tailor their website to this ever-growing market.

The Opportunity

The King and Prince partnered with Unidev to update their web design to be responsive for tablets and mobile devices. Unidev created an updated responsive website design that made it easier for the resort's customers to find the information they were looking for on the site no matter the device being used. The original site's overall feel was maintained while the new responsive website design offered modern capabilities. One of these capabilities is a new interactive map Unidev created within Auctori, Unidev's proprietary CMS. The responsive map highlights the resort's beautiful accommodations, amenities, dining, meeting venues and wedding/event spaces.

The Win

Following the launch of the new responsive website design, The King and Prince website has experienced a number of big wins including total sessions on mobile devices which improved by 42%. In addition, organic traffic has grown by 47%, more importantly, organic traffic on mobile devices has grown by 58%.

As with any website, user experience across devices is key. Since the responsive site launched, user engagement metrics have increased across the board, with average session duration increasing by 20% and bounce rate improving by 13% from mobile devices. Pages per session from a mobile device also jumped by 20%, indicating that users accessing the site from the mobile device are now more prone to spending more time on the website and viewing more pages.