

Case Study

Kamili

www.kamilisafaris.com

distinction.

Industry

Tourism

Partner

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Goals

Distinction have been working with Kamili Safaris for a number of years now and have created multiple websites for the client in this time. In October 2012, both parties decided that it was time for a redesign and after several discussions, the project was underway.

The client specialises in accomodation for safaris in Africa and they have many photographs of the wildlife. Part of the brief was to use these images as the focal point throughout the site. The brief also specified that Distinction were to carry out a complete review of the information architecture, and look to develop the site from the ground up.

The client has been using Kentico as their chosen CMS for a number of years and were keen to continue to do so with their new website.

The goals of the project:

- To create an equal weighting of the partners across the site
- Improved search engine results for defined search terms
- Site wide reduction in bounce rates
- An increase of 10% in overall traffic
- An increase in conversions by 5% per month

Challenges

The first challenge was to create the new site using new information arhitecture. Within the site, each location has multiple child documents on multiple levels and so this had to be reviewed and planned in the initial phases of the project.

Also, instead of having to upload 100's of images to the media library, the client wanted to display images on the site by linking to their Flickr account via the CMS. This meant that the client could store all images in one location.

Solution

The project took approximately 2 months to complete. Distinction ensured the client was on board with the direction of the website by proofing concepts early on at every stage of the project.

Through the process of developing the IA, the sitemap was generated and a top level sketch was created. The sketch demonstrated how users would navigate through the different tiers of content and both the sketch and sitemap were proofed to the client very early on. As a result of this, the subsequent stages of the project went very smoothly.



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"We are delighted with our new Kentico website, designed by Distinction, which was produced on spec, on time and on budget.

We already had one of the best sites in our industry, so it was a challenge to create something even better, but we wanted to present our 'products' in a more stylish and impactful way, as well as provide more detailed information. Distinction helped us achieve all that.

Distinction's input has been consistently superb, from the initial design, right through to their jargon-free training on Kentico's easy-to-use system which has allowed all members of our team to confidently update the site on a regular basis. I cannot compliment or recommend Distinction enough. Thank you, guys."

Tim Henshall,
Managing Director,
Kamili

In order to create a website that used Kamili Safaris images as the focal point, Distinction created templates that used a full width image as the background. An image slider was also used and a show/hide gallery was created which allowed users to hide the overlaid content for a better view of the images.

In order to link images from the CMS directly to the client's Flickr account, Distinction created a background image document type. The document included a text field that allowed the client to link the image URL directly to their Flickr images.

Distinction implemented the following key features of Kentico:

- Modifying the layout and document templates to accommodate greater flexibility for the client
- Using document management (workflow and versioning) to give junior staff members the ability to edit the site without risk of compromising content.
- Web analytics to provide detailed tracking of the users experience
- Modifying the WYSIWYG editor configuration to enable the selection of several different pre-configured styles so that the site can be easily editing without any HTML knowledge.

Value

Kamili Safaris now have a brand new website that matched the original brief. The website successfully displays the imagery that they have to offer and the structure of the site allows for easy navigation.

Due to well planned IA, new and existing customers have given feedback on how easy it is for them to access relevant information. Kamili has also seen significant improvements in search engine rankings for organic keywords and the average page bounce rate has reduced by 17%.

Overall traffic to the site has increased since the site was made live and month on month reports show a continual steady incline. With the lower bounce rates and higher traffic, the conversion rates have also shown an increase.

Key criteria for selecting Kentico CMS

The client was happy to continue to use Kentico as it:

- Is a content management system that is user friendly and flexible
- Uses workflow to control who authorises changes
- Supports multimedia content
- Is search engine friendly
- Easy Creation of linked documents which would prove to save a significant amount of time
- Low level license fees & yearly maintenance cost