

The background is a solid yellow color with a pattern of white, double-lined hexagons. Some hexagons are solid white, while others are just outlines. They are arranged in a staggered grid pattern, with some missing in the center to create a sense of depth and movement.

# Website Redesign & SEO Case Study.

WEBSITE REDESIGN & SEO OF PARK SHUTTLE FLY

# Case Study Summary

## Client Overview

Park Shuttle Fly is a Boston based airport parking service that provides hassle free, affordable airport parking services.

## Objective

- ❑ Create a visually appealing website that engages users and get them to take action.
- ❑ Create opportunities for easy social sharing of the company.
- ❑ Make the website easily accessible and user friendly on mobile devices through responsive web design.
- ❑ Optimize the website for great visibility on search engines, so that they can reduce ad spend on pay per click.
- ❑ Increase website traffic and customer acquisition through the website.

## Our Solution

- ❑ We collaborated with our client to understand their vision and create a design that is more visually appealing with content that are better positioned and organized to increase engagement.
- ❑ We created clear and concise call to action buttons to help increase conversions.
- ❑ We conducted keyword research to find the most relevant keywords to reach their target market online.
- ❑ We edited their website content to increase optimization of each page content.
- ❑ We embarked on an ongoing link building campaign to increase keyword ranking.

- Optimize the navigation so that users can access any page on the website easily and seamlessly.
- We made the website mobile friendly by creating a responsive website design that adapts automatically to any device it is being viewed on including smartphone, tablets, Ipads, desktops or laptops.
- We optimized the web pages integrating their focus keywords, implementing better page url structure, page titles, and meta description to make their website more appealing to search engines.

## Results

- A more professional, engaging, mobile friendly website that positions their brand stronger
- Increased traffic to their website due to an increase in online exposure after online exposure by 200%
- Rank at the top of the search engines for over 100 targeted keywords
- Increase in customer acquisition
- Increase in revenue, higher return on investment, lower cost per acquisition

## **Park Shuttle Fly currently rank for over 100 keywords, these are all on the first page.**

- airport parking boston
- park and fly at logan airport
- park fly ride boston
- logan park and ride
- boston park fly
- logan parking off site
- boston airport park and fly
- park and fly boston
- logan park and fly
- parking at logan airport

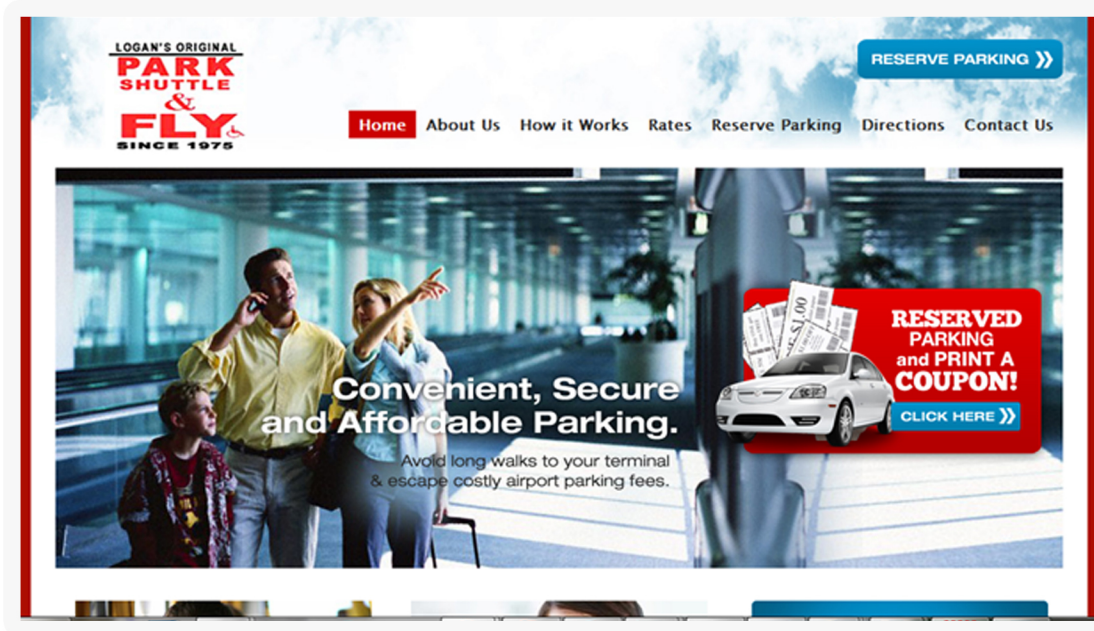
# Client Feedback

"I can't thank Nicole of Captivate Designs enough for the enormous amount of time and effort that she and her team has put into the creativity, design, development and launching of our new website. There were many challenges along the way, to which Nicole was always extremely helpful, supportive, flexible and easy to work with. Not only did she create a new site with a mobile version for us but also restructured our entire online presence including SEO management, email marketing, new logo and Facebook. Our business is thriving and our customers couldn't be happier! It's been a great pleasure to work with Nicole; she deserves recognition and applause for her excellent work and customer service."

*Park Shuttle & Fly, Inc.*

**Renee Ciaramella**

# Park Shuttle Website Before



# Park Shuttle Website After Redesign

