

Case Study

Northwoods Experts Increase Website Traffic and Keyword Rankings

SEO & Content Strategy Drive 23% Increase in Google Search Conversions

The WDVCB website acts as a digital front door for the wide range of amenities Wisconsin Dells has to offer, including parks, restaurants, hotels, and activities. WDVCB was preparing to launch a redesigned version of its site—developed by their digital BFFs at Northwoods—and they wanted to ensure it would reach an engaged audience year-round. They needed to choose a partner skilled at delivering data-driven digital strategy and top-notch search engine optimization (SEO). For the team at WDVCB, that choice was easy: Northwoods.

Situation

- WDVCB wanted its website to reach a wider audience and achieve and maintain top search engine results.
- Organic traffic was down, with the most significant decreases happening on the homepage and Things to Do pages.
- Previous blog topics and content offered limited exposure and opportunities for growth in terms of organic search visibility.

Client Snapshot

Client



Industry

Travel & Entertainment

Audience

B2C

About: The Wisconsin Dells Visitor & Convention Bureau (WDVCB) is the official tourism destination marketing organization for Wisconsin Dells, “The Waterpark Capital of the World!®.” People come from near and far to experience the area’s distinctive mix of natural resources and man-made fun. WDVCB’s mission is to grow the economic impact of Dells tourism through marketing, public relations, and development efforts that serve both visitors and its members.

Website: wisdells.com



Solution

- Northwoods conducted keyword research, user surveys, technical SEO audits, and website content analysis to better understand the competitive landscape and pinpoint opportunities for growth.
- Our digital strategy experts used that data to prioritize blog content development, providing WDVCB with monthly topic and content outlines based on the most current keyword research, then evaluating drafted content for SEO.
- Northwoods delivers ongoing technical SEO maintenance and recommendations to ensure that behind-the-scenes code, metadata, page speed, images, URL structure, and Schema.org markup are working to benefit the site.
- The Northwoods team creates customized monthly reports for WDVCB that include website metrics, current keyword rankings, and backlink activity, complemented by monthly meetings to review data, analysis, and SEO recommendations.

“We have worked with Northwoods for many years due to their expertise in providing optimal user experiences. For our most recent redesign, Northwoods recommended a deeper experiential approach for travelers and vacationers looking to explore all the Dells has to offer, and perhaps plan their trip online. It was important this experience be consistent across all device types. Information regarding our many hotels, waterparks, dining, shopping, and amusement options had to be easy to navigate and engaging. Their strategic approach to search and content development has resulted in higher traffic to our site. They are responsive to our needs, honest, transparent, and just a fun team to work with.”



Vice President of Sales & Marketing, Wisconsin Dells Visitor & Convention Bureau, Inc.



Outcome

25%

Growth in Total Top Ranking Keywords

23%

Increase in Google Search Conversions

65%

Increase in Total #1 Keyword Rankings

1,400

#1 Keywords in November 2022

- Northwoods' content strategy helps sell Wisconsin Dells as the right destination for travelers—driving traffic, engaging users, and increasing overall brand awareness.
- The WDVCB website increased its total #1 keyword rankings by 65%, with 1,400 #1 keywords in November 2022.
- Thanks to Northwoods' SEO strategy, WDVCB saw 25% growth in total top ranking keywords year-over-year, and conversions from organic search traffic increased 23%.

