HubSpot CMS website Development for Travel and Tourism

CG-VAK SOFTWARE & EXPORTS LTD.

Client:

The client is a foremost travel adventure and tourism firm in the USA. Being the biggest travel and tourism firm in the market, they offer a comprehensive range of services from tripping, trekking, sailing help exploring customers to awesome spots in the USA.

Business Challenge:

Our client has a website for their business but faced many issues on maintenance and management of the boring semblance of webpages, bringing traffic to their website, and more. Being a travel and adventure-based firm, they needed a content management system for managing the marketing side without technical knowledge. They want a new digital content strategy to be implemented for SEO and content i.e.., blogs, tips, just a min tip on traveling, brochures, guides, inspirations, locations, and more. that could be a major gateway for reaching their potential customers.
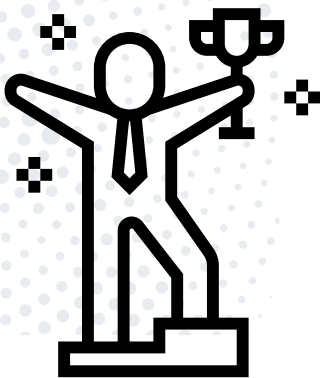
Solution Delivered:

After analyzing the client's business requirements and challenges they faced, we chose two types of solutions. The first choice was relaunching their website with adding and migrating and the second one was completely revamping the website with new technology. Since the client was frustrated with the old one, they chose to revamp the website that look more realistic. We helped them create a custom-made website and implemented HubSpot CMS that could surely help them overcome the challenges faced. Also, it has benefitted in terms of performance, user-friendly system. Later, marketing team was interested in utilizing HubSpot tools and CRM that helped them to manage their business like a pro.

Business Benefits:

With our new website development and HubSpot CMS platform, the client was super happy, and we were able to achieve the below benefits such as:

1. Seamless performance on the website
2. Smooth navigation
3. Realistic look of the website
4. Fast rendering of the website
5. User-friendly content management system
6. Ease of use for non-technical teams
7. SEO friendly options
8. Growth in revenue
9. Ease in managing the client pipeline and deals
10. Ease of utilizing HubSpot tools after implementation
11. Less maintenance
12. Streamlined marketing and sales process
13. Astounding UI/UX
14. High Security
15. Excellent blogging features
16. SEO Analytics with predictions

Technologies Used:

HubSpot hudl jQuery write less, do more.

HTML5 HubDB CSS3