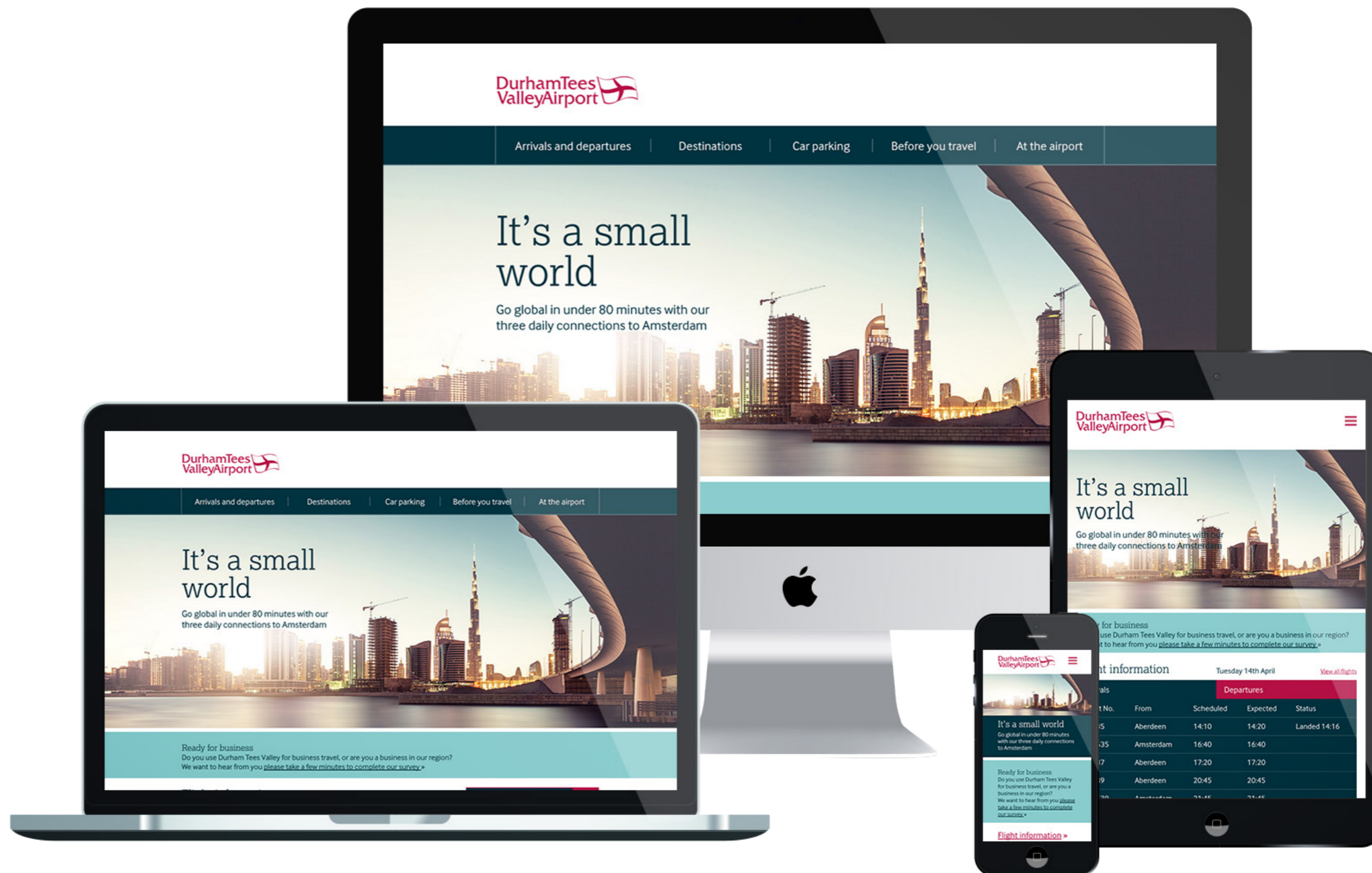


# Case study: Durham Tees Valley Airport Website, Peel Airport

Peel Airports were looking to refresh their Durham Tees Valley Airport website. The new website needed to put emphasis on income generation as well as promoting that they flew to over 200 destinations.

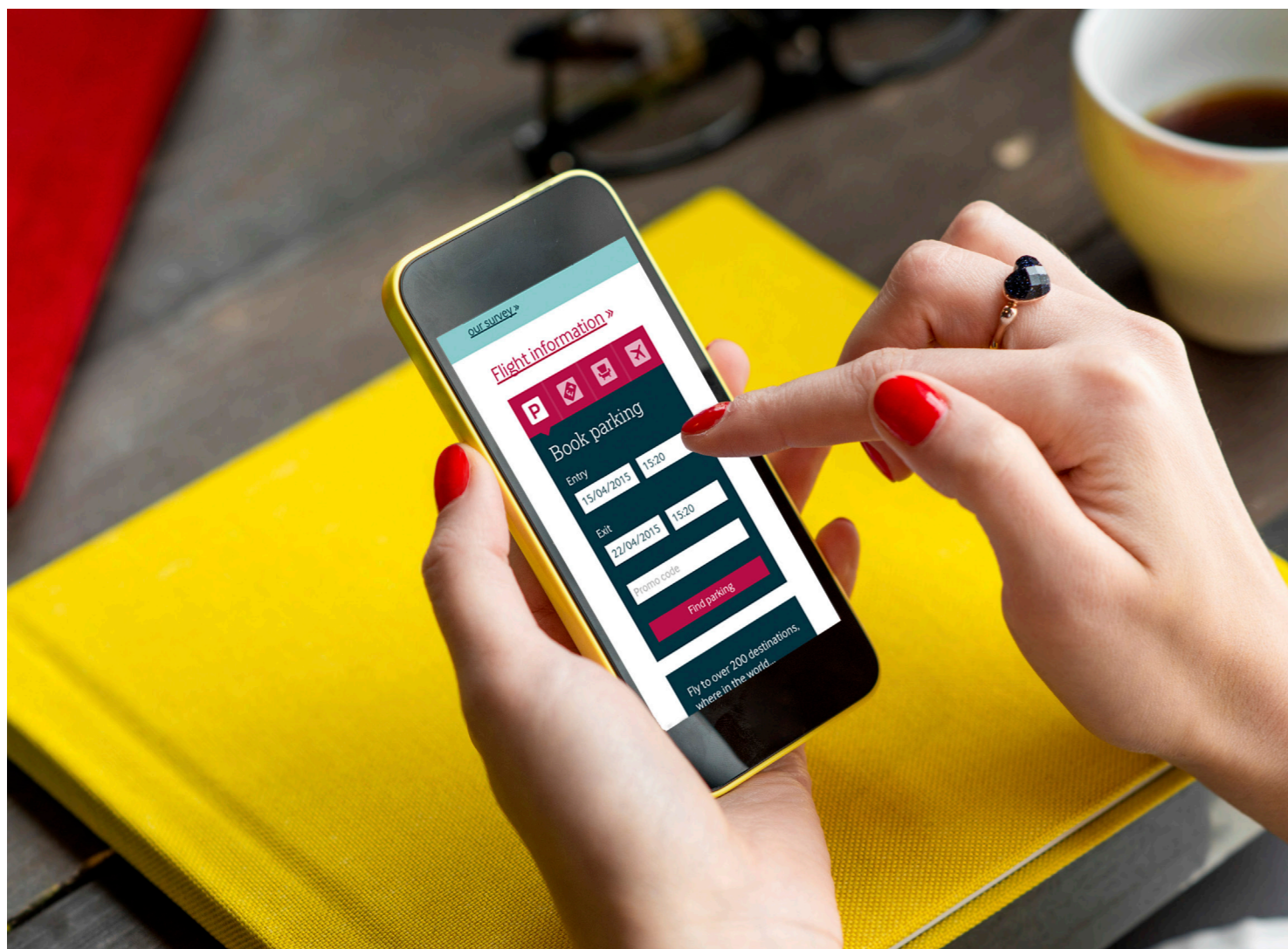
It was important the new website worked across mobile, tablet and desktop. Delivering a simple to use experience.



Built for



# Case study: Durham Tees Valley Airport Website, Peel Airport



*“Since the relaunch of the new website, we have seen phenomenal increase in traffic that we have been over joyed with. Wink Nudge once again delivered results on a tight deadline.”*

**Marketing Manager at Peel Airports**

## Services

- Project planning and consulting
- Web development
- CMS integration
- Search Engine Optimisation
- Analytics and Reporting

## Results

- Increase from 30k to over 300k visitors per month
- Responsive design working across mobile, tablet and desktop screens
- ExpressionEngine CMS
- Interactive maps to allow visitors to explore destinations and airport facilities
- Simplified navigation
- Key visitor information brought to the home page
- Integration with airport car parking booking system
- Live arrival & departures feed
- Integrated the holiday and flight booking forms

## The Tech

- Google’s Double Click PPC service integrated
- Campaign monitor used to collect new letter sign ups
- HTML5
- PHP
- MySQL
- ExpressionEngine
- Javascript
- jQuery