

Case study: Robin Hood Doncaster Sheffield Airport Website, Peel Airports

After scooping the WHICH? Customer satisfaction award for a second time in four years, the marketing team at Robin Hood Airport were keen to extend their excellent customer service reputation into their digital marketing.

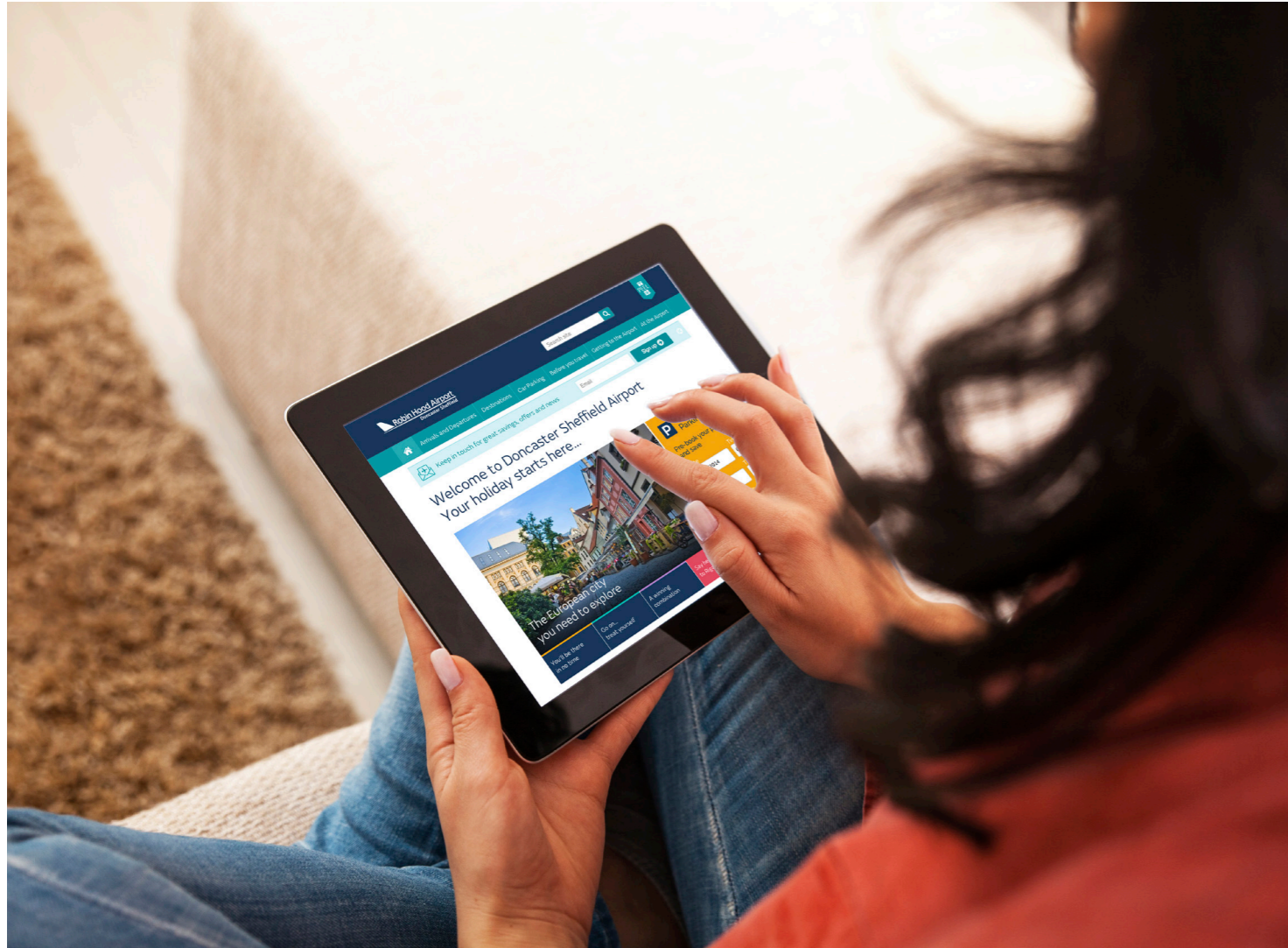
They felt their existing site was in need of a content and design makeover. They wanted to improve the structure of the navigation and content could and they wanted a much more visual site. They were also keen to create a website that provided a better experience for those visiting on mobile and tablet.



Built for



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“The website has out-performed our expectations. Wink Nudge were a pleasure to work with, delivering on time to our tight deadlines”

Marketing Manager at Peel Airports

Services

- User Experience (UX) Design
- Information Architecture
- Project planning and consulting
- Web development
- CMS integration
- Search Engine Optimisation
- Analytics and Reporting

Results

- 28% increase in monthly visitors
- Consumer focused website, with a separate commercial website, ensuring content is appropriate to visitor audience.
- 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

The Tech

- Integration with airport car parking booking system
- Live arrival & departures feed
- Integrated the holiday and flight booking forms
- Google’s Double Click PPC service integrated
- Campaign monitor used to collect new letter sign ups
- HTML5
- PHP
- MySQL
- ExpressionEngine
- Javascript
- jQuery