

Web Design + Strategy

Cave of the Winds Mountain Park



EXECUTIVE SUMMARY

Cave of the Winds Mountain Park became a Magneti client in 2015. That year, Magneti rebranded the attraction, adding “Mountain Park” to Cave of the Winds’ name to encapsulate the range of activities available for park visitors.

In 2016, Magneti began a website redesign for Cave of the Winds. The goal of the redesign was to improve the user experience of the website — from mobile responsiveness to page load times to navigation. Improving the UX was imperative as a large portion of the park’s ticket sales occur on the web. The website was launched on July 18, 2016.

ABOUT THE CLIENT

Cave of the Winds Mountain Park is a family-oriented attraction in Manitou Springs, Colo. (outside of Colorado Springs). Cave of the Winds, a favorite destination in the area, features cave tours, amazing views, outdoor activities and rides.



CHALLENGE

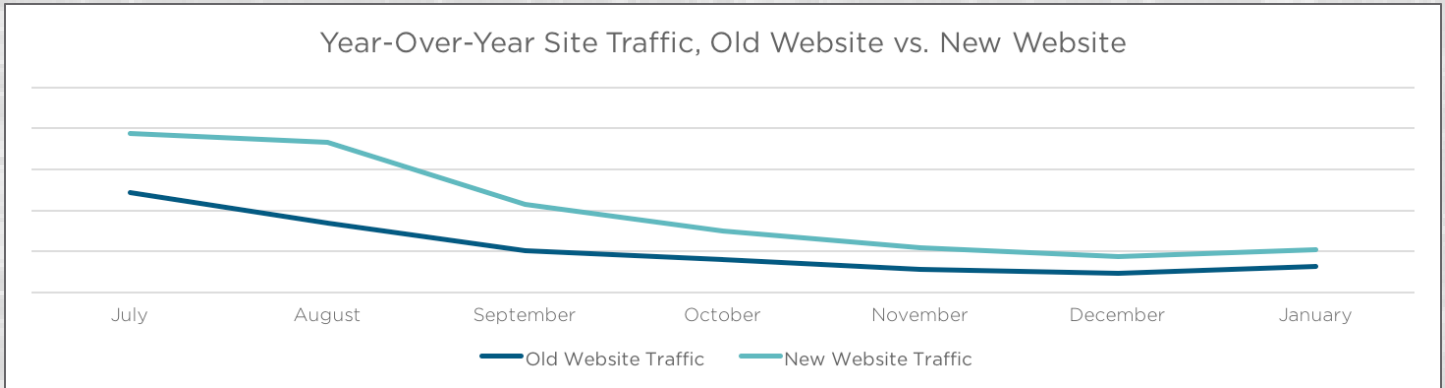
Cave of the Winds came to Magneti with two challenges:

- 1) *Match their expanding list of outdoor features with a rebrand that didn't compromise their 120+ years as one of Colorado's oldest and most famous attractions*
- 2) *Update an online presence characterized by slow load times and an overly complex conversion process*

SOLUTION

Magneti created a new, mobile-friendly website for Cave of the Winds Mountain Park that aligns with the new brand guidelines. The site highlights Cave of the Winds' attractions with new photography throughout, GIFs of specific activities and a video with drone footage featured on the homepage. The new site has an intuitive navigation, testimonials immediately "below the fold" and an easy-to-use portal to purchase tickets. The goal of redesigning the website was to ultimately turn more website visitors into park visitors.

RESULTS



↑ 87.30%
Sessions/Site Traffic

↑ 61.82%
New Users

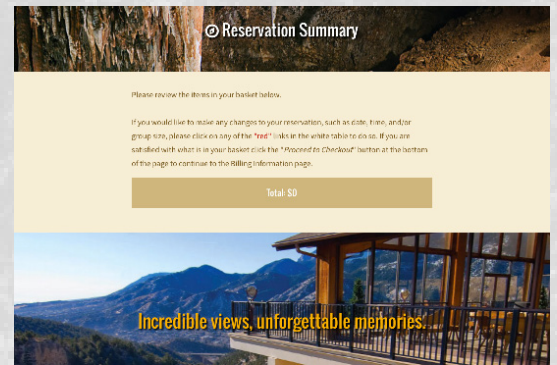
↓ 47.31%
Bounce Rate



New Homepage



Mobile-Optimized



Online Ticket Portal

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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