

Website Enhancement & Redesign: Vacation Ownership

Leading South East US vacations provider connects over 175,000 home owners with over 60 resorts in more than 40 popular destinations across the continental U.S. and the Caribbean. The client wanted to take a multi-pronged approach to implement branding guidelines, and enhance maintainability of content through workflows and enhancements. SDG operated in an unstructured and demanding client environment with multiple stakeholders and no well defined development or support processes.

SERVICES INCLUDE:

- UI/UX services
- SEO advisory and solutions
- Content management and solution advisory using SharePoint
- Managed services for SharePoint enhancements and support

SDG SOLUTION

- Revamped websites with enhanced UI/UX using HTML5 and responsive design
- Created XML sitemap configuration for SEO
- Improved content management by:
 - Designing and creating content approval workflow
 - Implementing URL rewriting for better web administration



Enhanced Content Management and Increased Throughput and Control

RESULTS

- Responsive, secure and rebranded solution
- Improved content management functionality offering complete control to business users and stakeholders
- Better indexing and search-ability of the site in keeping with latest SEO techniques
- Enhanced throughput and control over enhancement projects and support tickets with SDG implemented framework and program for managed support