

The Graphic Hive redesigns Bonner Sports & RV's website delivering a fresh and sophisticated customer experience.

"[The] Graphic Hive nailed it on the first try. We were very impressed with their work, and how they were able to get an idea of the website we wanted from the first meeting"

**-Ashley Wall, Marketing Manager
Bonner Sports & RV**



Customer:

Bonner Sports & RV

Location:

Jersey Shore, PA

The Graphic Hive Solution:

Created a modern, responsive website built on a new content management platform. Implemented Search Engine Optimisation (SEO) and Geo-Targeted landing pages to organically expand reach to neighboring areas and potential customers.

Results:

- Increase of traffic from neighboring states by 50%
- 71% increase in mobile traffic
- Overall 15% increase in web traffic
- 300 new impressions per day
- Feedback by customers indicates a more enjoyable web experience

Bonner Sports & RV of Jersey Shore, Pennsylvania has been selling Recreational Vehicles (RVs) and Powersport Vehicles (ATVs, Motorcycles, Go-Karts and Snowmobiles) that exemplify an outdoor lifestyle for the last ten years. Through constant growth and expansion, Bonner Sports & RV have established clientele throughout central Pennsylvania that keep coming back thanks to the Bonner Sports team's honesty, integrity and outstanding customer service.

The goal of any vehicle sales website is to provide vehicle buying tools and a virtual lot experience that customers can utilize to begin narrowing their choices. Bonner Sports & RV knew that the shopping experience for most of their customers begins online, but their out-of-date website was a limiting factor for them. Today's buyers have spent hours online doing research on what vehicle they want to purchase and know the inventory, price points and available options before they ever set foot on the lot. Bonner Sports & RV wanted their website to provide the sophisticated vehicle-buying experience that modern, tech-savvy consumers expect.

Intelligent design balances requirements for both customers and search engines.

The Graphic Hive kept modern vehicle research in mind throughout the design and reorganization process of the Bonner Sports & RV website. The Graphic Hive knew that a modern website has to include up-to-date online marketing tools such as Search Engine Optimization (SEO) that will enable a business to rank higher on search results than their competition. With the goals of having a user-friendly and highly visible website previously set, The Graphic Hive created a new website that would inherently improve search ranking without impacting user experience.

"Our website is critical to our business, if our website is down our business may as well be closed" -Ashley Wall

From a design perspective, website users are welcomed by high quality graphics of available inventory. An improved top navigation bar allows customers to find what they are looking for with ease. Searching inventory, getting pricing and securing financing are all just a click away.

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The real magic, however, happens behind the scenes. The Graphic Hive implemented geo-targeted landing pages, a fairly new technique, wherein products that Bonner Sports & RV sells are tied with specific geographic locations. Since Google and other search engines are utilizing location information during a query, having a page that combines the searcher's location and the product that they are searching for ensures high ranking of the website. Proper schema tagging and SEO-rich content also helped ensure proper indexing of all the website pages, dramatically increasing the search ranking organically.

Responsive web design ensures device size does not impact web experience

The days of people performing all of their research on a desktop or laptop computer are over. From smart phones to tablets, these mobile devices are being used for research on the go. Bonner Sports & RV had addressed this in the past with separate desktop and mobile versions of their website, but found that the experience was drastically different across platforms. The Graphic Hive utilized a modern web design technique known as responsive design to create a single site that adjusts and adapts from large screen desktops to the smaller screens of mobile devices without losing any usability or elegant design.

Design drives the traffic

The Graphic Hive has a firm belief that solid web design is crucial to creating a great customer web experience, while maintaining high

rankings in search engines. The Graphic Hive have proven this with the redesign of the Bonner Sports & RV website which has seen 300 new impressions per day, a 50% increase in visitors from neighboring states, and a whopping 71% increase in mobile traffic since the new site went live.

“We strongly feel the website is the most critical selling tool we have”

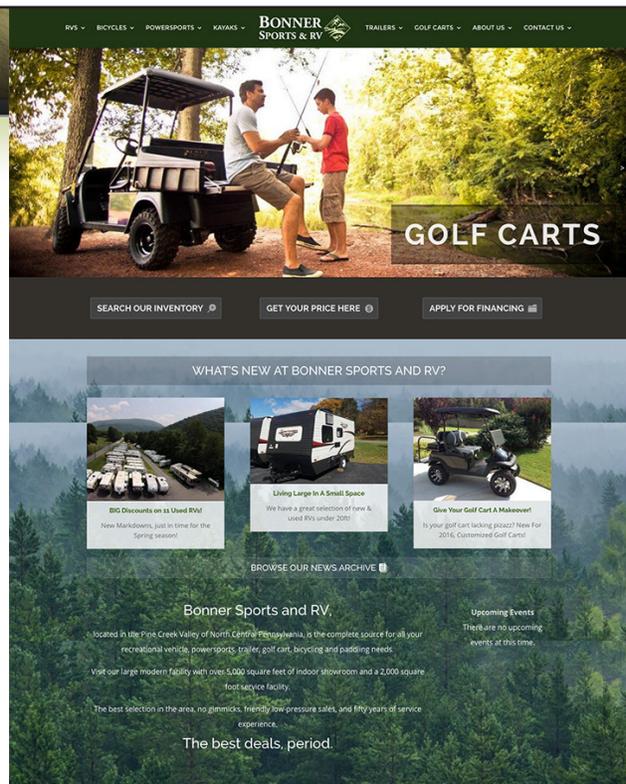
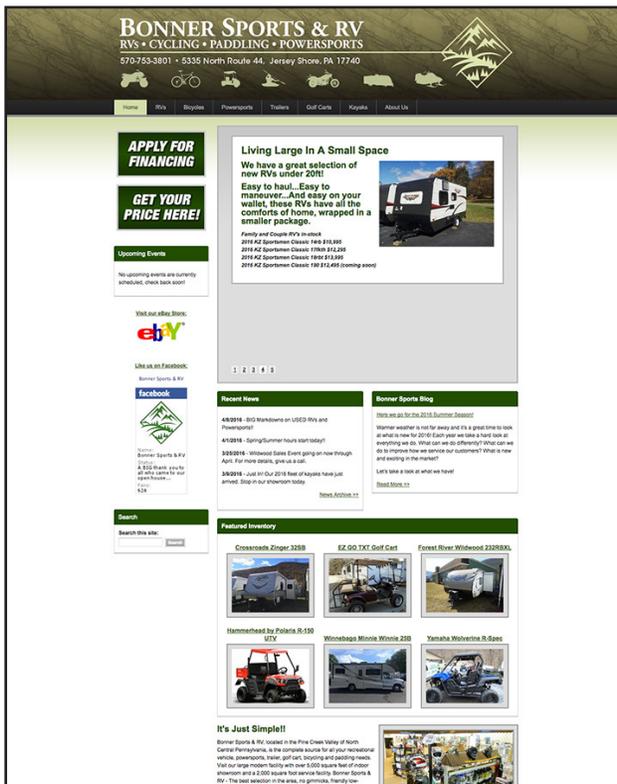
-Ashley Wall

About The Graphic Hive

The Graphic Hive is a design focused marketing company that blends visually attractive design with the latest in web technologies to generate measurable online results. The Graphic Hive firmly believes that for a website to stand out, it must have massive visual appeal, useful SEO-rich content, user-friendly tools and clear navigation. With this in mind, The Graphic Hive creates websites that never fail to impress.

The Williamsport/Lycoming Chamber of Commerce recognized The Graphic Hive as Emerging Business of the year for 2015. Find them at www.thegraphichive.com or call (888)590-3310.

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Before and after: Bonner Sports makeover isn't just skin deep. The new SEO drove customers to their site and to their storefront.