

# Exitto Travel Case Study

Client:  
Exitto Travel

Site:  
exitotravel.com

Project:  
Site Redesign

## The Challenge

- Poor usability
- Not enough leads
- Code not optimized for search engines
- Outdated design



## The Solution

### Usability:

- Added top and side navigation
- Added breadcrumb trails to internal navigation
- Simplified all user forms

### Lead Generation:

- Included Booking Tool on every page
- Streamlined Booking Tool
- Added alternative ways to contact Exitto
- Moved important calls-to-action above the fold

### Search Engine Friendliness:

- Rewrote all HTML to Structural CSS
- Added keywords to navigation
- Removed all textual content from images

### Outdated Design:

- Redesigned top header
- Removed all outdated styles



## The Results

### Usability:

- 12% more leads

### Lead Generation:

- Increase on traffic to internal pages

### Search Engine:

- Increased organic search ranking resulting in 50% more site traffic

### Outdated Design:

- More modern, clean design