

# YARDWORK

## Case Study: Casa Cascada - A Dramatic Digital Transformation

### Introduction

Casa Cascada, a distinctive accommodation provider in Mexico, found themselves with a barely active and poorly maintained website. Recognizing their untapped online potential, they turned to Yardwork Agencies for a much-needed digital transformation.

### The Transformation

We embarked on a comprehensive overhaul of the website using Wix, crafting an engaging, user-friendly, and highly functional platform. Alongside the website revamp, we initiated a strategic content plan, posting four engaging, SEO-optimized blogs each week.

### The Results

In just two short months, the transformation yielded incredible results:

1. Page Views: Starting with a single page view, we were able to generate an impressive 425 views, marking a staggering 42,400% increase.
2. Site Sessions: Site sessions grew from a single instance to a total of 54, representing a phenomenal 5,300% increase.
3. Unique Visitors: The number of unique visitors also saw a dramatic rise. From just one visitor, we attracted 19 unique visitors - an 1,800% increase.

These remarkable improvements are a testament to the combined power of a refreshed website design and a targeted content initiative. This case study showcases how even a barely active website can be transformed into a bustling digital hub, laying the groundwork for increased online visibility, enhanced customer engagement, and potential business expansion.

Looking to transform your digital presence like Casa Cascada? Contact Yardwork Agencies today.

