*"How easy it was to navigate; it was not so easy last time I tried it about 3 months ago! Thanks for the improvement!"*

- 4Q Visitor Survey

### What they needed

- Improve rate of people who book flights through website.

### What we did

- Optimized site using usability testing and cost effective tools like Google Website Optimizer, Google Analytics, 4Q Surveys, and Crazy Egg click mapping.
- Simplified IA/navigation.
- Made pathway to booking engine more obvious.
- Developed and optimized new content to improve user experience and search engine rankings.

### What we accomplished

- Improved usability leading to better engagement and more visitors booking flights
- Increased overall non-paid search traffic by over 19% from just two months prior.
- Improved search traffic quality by targeting better keywords
- 70% increase in web-based sales over record sales in same month last year.

**70%** increase in web-based sales over the same month last year.

# How website usability increased sales in the face of the global travel recession

Nature Air used website usability testing and improved search engine optimization to reverse decreasing web sales. The global recession has had a significant impact on the travel industry and Costa Rican domestic airlines Nature Air has felt the effects.

A majority of Nature Air's sales come from North American travelers that use Nature Air to easily and inexpensively travel from the centrally located capital of San Jose to the tourist destinations along the Pacific and Caribbean coasts. The U.S. and global recession had caused an overall decline in web sales (and overall sales).

## Usability Testing

Nature Air engaged Blast Advanced Media to improve the rate of people who book flights through the website.

Through usability testing and other qualitative analysis like online surveys the obstacles hindering site visitors from booking flights became apparent. From this analysis, major changes were made to the main navigation, content, and the Calls to Action that lead visitors to important information on the site and most importantly the booking engine to book flights. Overall conversion was increased substantially and on the 17 flight destination pages which is one of the most critical steps in the buying funnel we increased conversion 591%.

| Combination | Status | Est. conv. rate | Chance to Beat Orig. | Observed Improvement |
|---|---|---|---|---|
| Original | Enabled | 2.78% ± 2.3% | — | — |
| Top high-confidence winners. Run a follow-up experiment » | | | | |
| Combination 1 | Enabled | 19.2% ± 4.8% | 100% | 591% |
| Combination 3 | Enabled | 16.6% ± 4.6% | 100% | 497% |

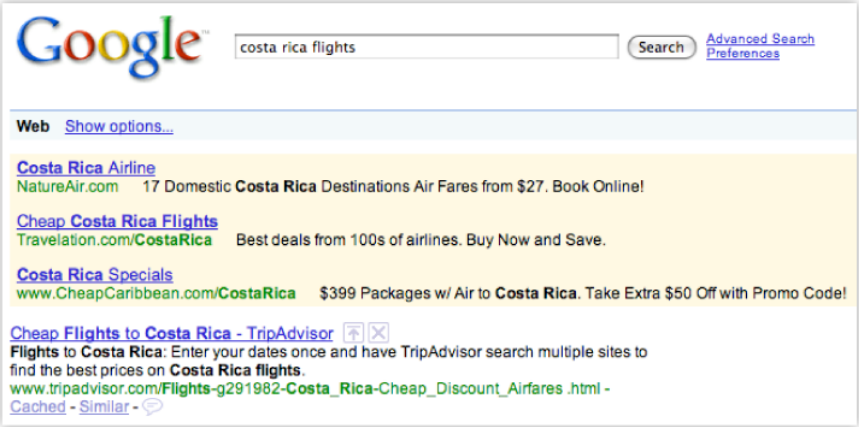
"Love the new design. It's really, really good, and not just from a pure design perspective, the usability is very well thought out." - 4Q Visitor Survey

## Search Engine Optimization

Previously the site was receiving a lot of traffic from people who were looking for general information about Costa Rica, but not enough traffic from people who were interested in specifically traveling within Costa Rica. For example, Nature Air previously had no rankings in the top 10 for 'airlines in costa rica', 'costa rica airlines' or similar keyword phrases. We were able to deliver #1 rankings on Google for both.

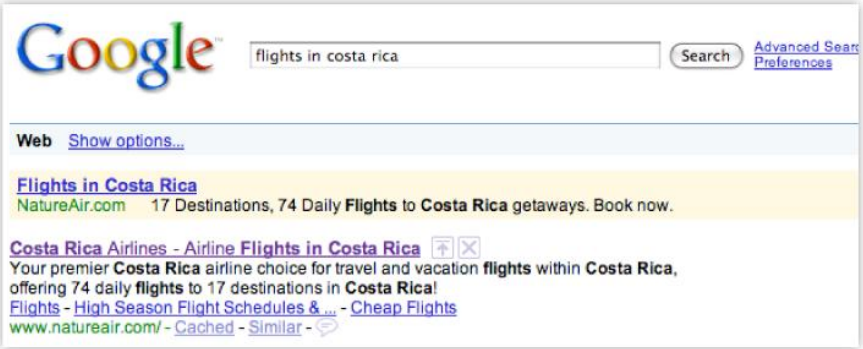
53 #1
Rankings on Google
114 #2 & #3
Rankings on Google

Plus, Countless Top 10 rankings on related words




Blast Advanced Media helped Nature Air develop and optimize content that was more specific to the type of information that potential Nature Air customers needed to find and book a domestic Costa Rican airline flight. Within 30 days of implementation we delivered:

- 53 – #1 Rankings on Google
- 114 – #2 & #3 Rankings on Google
- Plus, countless Top 10 rankings on related keywords




## Culture of Optimization

Nature Air's commitment to its website as the primary revenue generating vehicle has been strengthened by these results. Through usability testing, using Google Website Optimizer and data analysis, Nature Air and Blast Advanced Media have set up a culture of optimization that will continue to help them capture market share during the storm of this recession.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