

# Cedar Court Hotels Yorkshire Website Redesign Case Study



Cedar Court Hotels Yorkshire  
Hospitality industry  
April 2021  
[www.cedarcourthotels.co.uk](http://www.cedarcourthotels.co.uk)



## AT A GLANCE

The Afro Marketer project managed the Cedar Court Hotels Yorkshire website redevelopment from a client-side perspective. The hotel required a brand new website design that featured their independent collection of four-star hotels, new photography and fully-functional booking engine.

## ABOUT CEDAR COURT HOTELS YORKSHIRE

With over 35 years of experience, Cedar Court Hotels has the largest independent collection of four-star hotels in the North of England. The company invested in a redesign of their website to reflect the growth of the brand and improve the overall user experience.

## WHAT DID WE DO?

To successfully complete the project on time and to budget we brought our marketing expertise and experience to the team. Here's what we achieved.

### Set up project schedules

Divided the work into phases that add up to smaller deliverables to help everybody involved keep track of each task that needed to be completed.

### Content audit and review

An inventory of the existing content was created to identify the web pages that were performing best. We understood the themes that the audience engaged with most and which content or posts were so old that they were doing more harm than good.

### Project management

Consistent and clear communication between the project's contributors was key to the smooth running of the website redesign. Regular Zoom meetings were held to ensure any setbacks were identified and resolved.

### New photography

The Afro Marketer maximised the company's time and budget to audit the existing photography and identify opportunities for new images.

## WHY WERE WE CHOSEN?

For this strategic website redesign project, the hotel required a project manager who has the experience, empowerment, time and internal resource that The Afro Marketer could provide. Based on previous experience the Managing Director was confident the team would be dedicated to seeing the project through to a successful completion.

## THE RESULTS

The Afro Marketer helped deliver a fully functional website, with a brand new design and enhanced user experience. The project was completed to budget and with the approval of the hotel and its owners.



*I chose The Afro Marketer to manage our website redesign project as they brought a wealth of marketing knowledge and experience to the project at a period in time when needed clear and decisive direction. Their management skills and keen eye for detail really elevated the overall standard of our brand new website.*

*I couldn't be happier with the end result as the project was completed to a high standard and provided added value to our business from day one. The ROI of the project has been quickly achieved as result of The Afro Marketer's intervention.*

**Wayne Topley**  
Managing Director

The Afro  
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