

Visit Irving

Visit Irving takes a data-driven approach to content creation

105

pages
created or
revised

Increased

RFP submissions
by 4%

Time

on page
increased by
18 seconds

Increased

clicks to partner
listings by 62%

Views

increased by
195%

OVERVIEW

As a destination marketing organization (DMO), your website is your most important tool. It's how people find you online, and it's often the first impression that potential visitors will have of your destination. That said, you can have the most state-of-the-art website filled with beautiful imagery and interactive features, but it's not going to be effective if you don't also pair it with great content. Not only does your website content educate, inform and inspire your visitors, but it's also crucial to your SEO efforts and can affect your on-page metrics.

GETTING STARTED

The team at Visit Irving recognized their need for additional content shortly after launching their new website in September 2017. While the site was filled with striking visuals, it had very minimal copy, which had resulted in high bounce rates and low organic search rankings.

To fix this, Visit Irving decided to enter into a content engagement with Granicus, focusing on three main goals:

- ✔ **Position Irving as an emerging music destination** by leveraging the new Toyota Music Factory.
- ✔ **Emphasize Irving-specific attractions** as a way to differentiate the city from Dallas and Fort Worth.
- ✔ **Build out new content** for both the leisure side and the convention center.

MUST HAVE GRANICUS SOLUTION

Simpleview

“Working with [Granicus'] content team has been wonderful. We have several goals with the content creation program. We're trying to get our bounce rate down, and boost traffic and conversions. And with all three of those metrics, we have absolutely blown it out of the water. We started with some high bounce rates that we weren't able to address for many, many years. In just one year, our bounce rate went from 65% down to 33%. That's been huge, and it's 100% attributed to what the team has done. Plus, our traffic to our website has increased by 85% – far beyond anything I could have ever expected. We also know that the new content has increased our conversions over the past few years by more than 20%. These are results we didn't expect and we couldn't be happier.”

– Monty White,
Director of Marketing at Visit Irving



To start, the Granicus content team performed a content audit of the entire site to identify content opportunities based on audience interest and opportunities for improving content based on engagement. From there, the team created a roadmap that detailed where new content would need to be created, and where they could just revise and update existing content.

Their approach was simple, but effective: create data-driven content full of sensory details. They sought to tell a story with the copy they created, and use it to link both internally to other parts of the site, as well as externally to their partner's websites.

Once the roadmap was created, the Granicus content team had identified 65 new pieces of content that would need to be created, and 40 more that needed revisions. For the most part, the Visit Irving team worked with local writers to create the new content, while the Granicus team handled the editing process and uploaded the new and revised copy in the CMS platform.

TOYOTA MUSIC FACTORY

As aforementioned, one of the team's top priorities was to create new content surrounding the Toyota Music Factory, in an effort to paint Irving as a top music destination.

Over the course of a few months, they expanded the on-page copy from 106 words to 576 words, adding new details about the performance areas, restaurants and bars available within the Toyota Music Factory, as well as information on directions and parking.

As a result of these efforts, average time on page increased by 25 seconds and bounce rate dropped from 49% to 29%. Page views also increased by 195%, going from 2,365 to 6,970 in just six months.

WHAT'S INCLUDED IN A CONTENT AUDIT?

- Keyword Analysis
- Sitemap Analysis
- Competitive Analysis
- Engagement Analysis
- Distribution Analysis
- Persona Review

NEW AND IMPROVED

After one full year, the results were staggering. Together, the Granicus and Visit Irving teams had created or revised 105 pages:

- 31 New Pages
- 40 Revised Pages
- 34 Blogs
- 24 Convention Center Pages

Only six months after publication of the new content, the page's primary metrics had improved significantly.



THINGS TO DO IN IRVING

Another area of focus was the “Things to Do” page, where the team wanted to emphasize activities unique to Irving in order to differentiate the destination from other nearby cities.

Before the new copy was added to the Things to Do page, it consisted of 82 words and three hyperlinks to internal pages. After Granicus’ content team completely reworked the page, it contained 494 words and 20 internal links.

Clicks to partner pages saw an impressive 62% jump, while RFP submissions increased by 4%. Across the site, bounce rates had dropped significantly, while key pages such as the Toyota Music Factory, Live Music, and Things To Do all saw improved Google rankings and increases in average time on page.

ABOUT GRANICUS

Granicus brings governments closer to the people they serve – driving meaningful change for communities around the globe with comprehensive cloud-based solutions for communications, government website design, meeting and agenda management software, records management, and digital services. Granicus empowers stronger relationships between government and residents across the U.S., U.K., Australia, New Zealand, Canada, Latin America, and the Caribbean.



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