



CASE STUDY

St. Vigil-Seis Golf Club
Elegant digital identity for an
exclusive golf course



Website Development | SEO

Situated a stone's throw away from Switzerland, Austria and Germany the majority of the golfers arrive at the St. Vigil-Seis Golf Club from outside Italy. Harald Stuffer, President of the prestigious golf club asked AI6 to create a new website that allows potential guests to study the golf course and make an online reservation for tee time and accomodation in German, Italian and English.



The St. Vigil-Seis Golf Club Story

Located at the foot of the Seiser Alm, the 18-hole St. Vigil-Seis course appears just as you would expect a golf course in South Tyrol to be: spectacular mountain scenery, major differences in elevation and a unique golfing experience that is to be found nowhere else.

The course extends below the Schlern massif, part of a UNESCO World Natural Heritage Site, past gorges and rushing waterfalls.





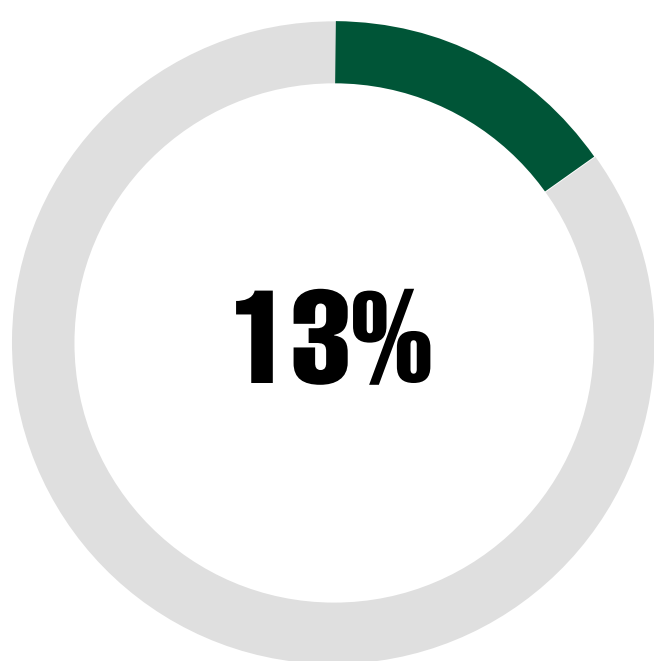
Our web service team has developed a new, elegant website for the prestigious venue on WordPress platform. The new multilingual website is responsive and mobile friendly with a structure and content optimized for search engines.

The result is not only a pretty online brochure with stunning videos and images of the breathtaking landscape but a platform to generate sales leads and complete bookings.

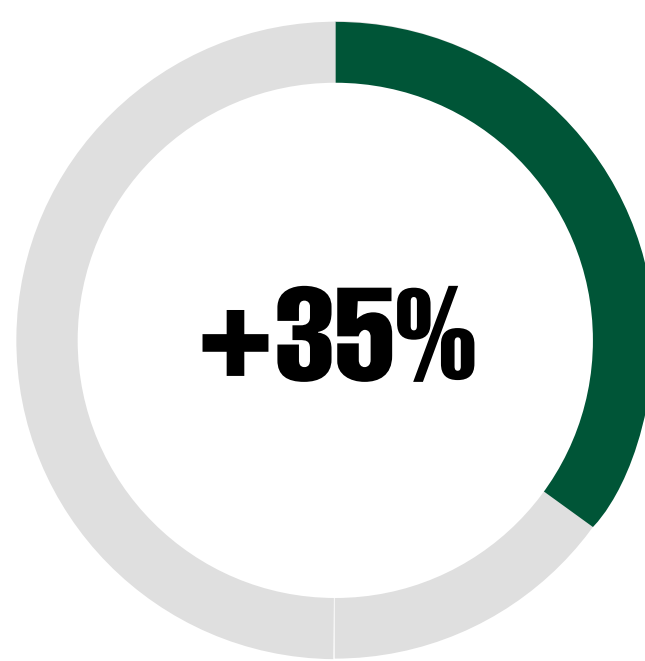
Potential guests can study the golf course, book their tee time or accommodation online in Italian, German or English. In the near future an interactive golf map will be added to the site to help golfers in preparation for their unique experience.

As a result of the new, user-friendly website the number of website visitors have increased by 13% and the number of sessions by 35% compared to last year, without any advertising.

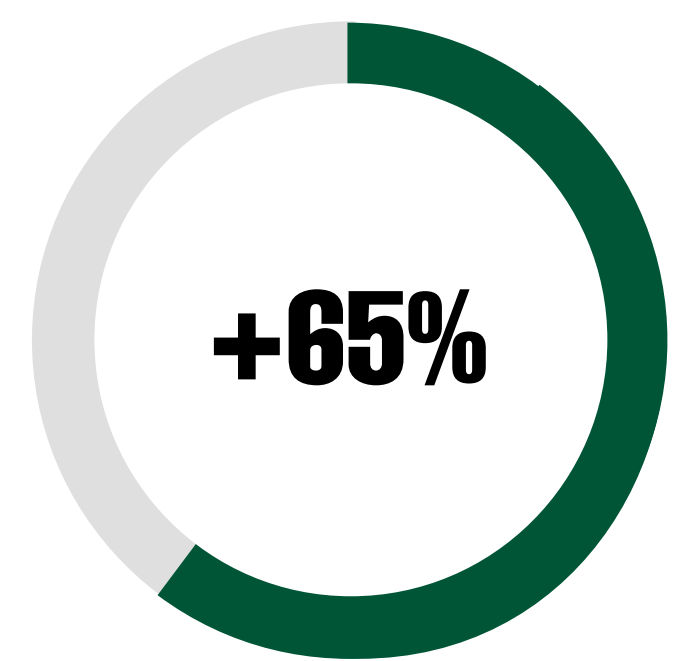
The highest increase has been registered among returning visitors, as their sessions have rocketed by 65%.



Increase of website visitors



Increase of sessions

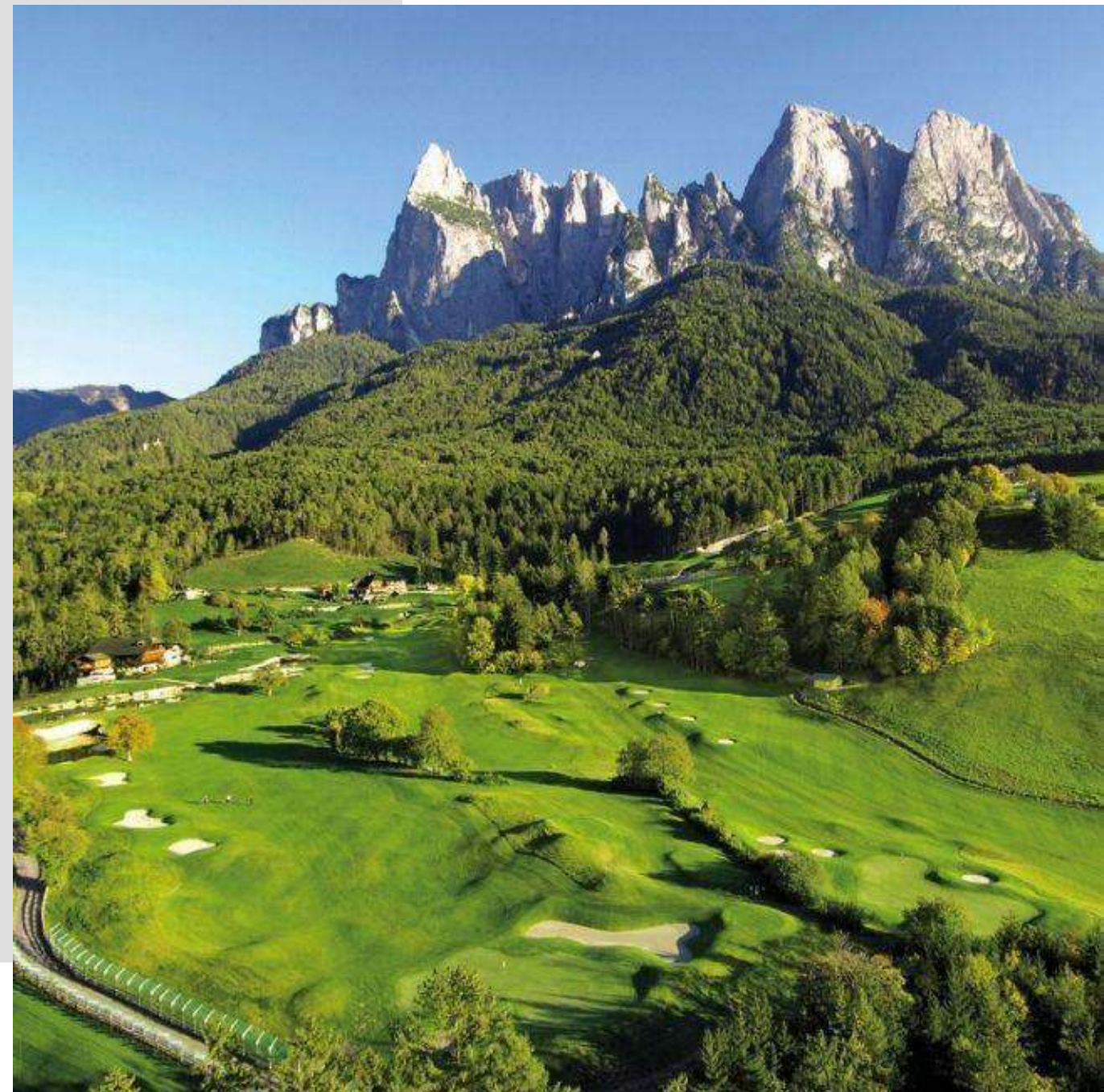


Increase of returning visitors



With a beautiful new digital identity we are ready for a new golf season to welcome back our guests. AI6 has done an excellent job creating us a website that is not only aesthetically appealing but very functional too, allowing our visitors to make their bookings even from their mobile phone in German, Italian or English.

Harald Stuffer,
Presidente di St. Vigil-Seis Golf Club



We are a group of highly skilled marketing professionals who listen to customers' pains, are able to interpret their data and understand their business objectives.

We develop technologies and integrate our services into solutions, tailored for our customer needs to boost their digital maturity. Ultimately we are passionate about making our clients successful in the short and long run.