



DRIVING AN ECOLOGICAL CANVAS INTO AN ONLINE SENSATION

Voted New Zealand's Number 1 Golf Course.

Although many may find sanctuary on a golf course, it is rare to find a golf course that is a working sanctuary. New Zealand's Wairakei Golf + Sanctuary is considered to be a world first! The ecological restoration is the first of its kind in New Zealand, and was prompted by golf course owner Gary Lane's desire to create a unique environment, where golf and the natural habitat could work in harmony.

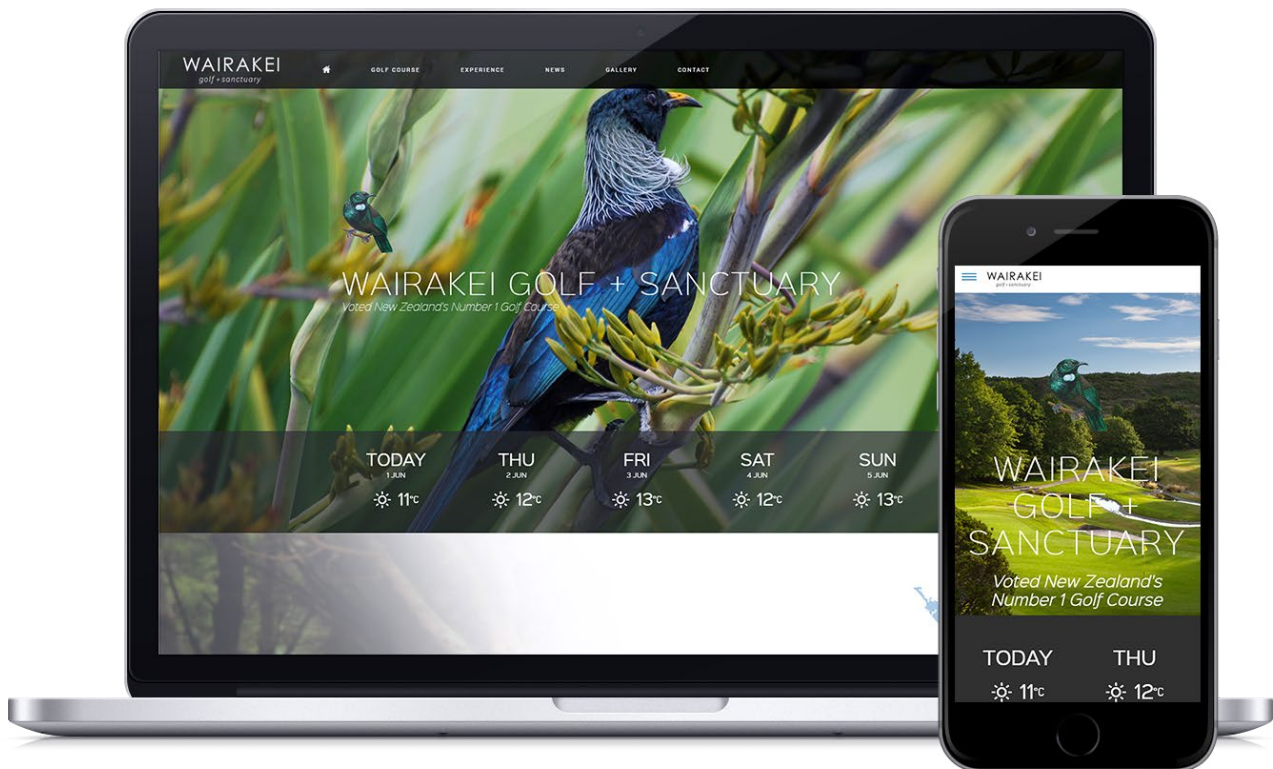
TRAFF1K D1G1TAL WAS ENGAGED TO:

Create a responsive website, mimicking the natural beauty of Wairakei Golf + Sanctuary and conveying it on screen.

Implement Search Engine Marketing Strategy.

ANALYSIS: Wairakei Golf + Sanctuary had an outdated, non-responsive website, using old technology that didn't provide mobile-friendly adaption, whilst being expensive to operate and maintain. Traff1k D1g1tal optimised Wairakei Golf + Sanctuary's Search Engine Marketing and created a stunning, visually appealing, responsive website, where a strong use of photography and video has been able to bring Wairakei Golf + Sanctuary to life.

STRATEGY:



RESULTS:

NO. 1	55%	111	194	4.51%
TOP PERFORMING GOLF COURSE IN NZ	VISIBILITY IN GOOGLE	1ST PLACE KEYWORDS IN GOOGLE (NATIONWIDE)	1ST PAGE KEYWORDS IN GOOGLE (NATIONWIDE)	BOUNCE RATE

*Source: Google SERPS Dashboard 27th April 2017.