The Need
- Decentralize website content management
- Ensure content quality for multiple hotel and cinema websites
- Avoid using additional web team resources

The Process
- Uncovered content mistakes and identified issues
- Prioritized urgent fixes
- Set important policies

The Results
- 97% reduction in misspellings
- 82% reduction in broken links
- Improved SEO

Services
- Content Suite
- Standard Support

To me, ‘Act With Digital Certainty’ means equipping ourselves with the resources we need to be a premier-quality e-commerce store and content creator, given the constraints with which we’re faced. Siteimprove provides us with the right solutions and allows us to leverage limited resources to perform site governance that is equal to what would be produced by a much larger team.

David Tuza, Technical Web Manager
The Full Story

EVENT Hospitality & Entertainment Limited is a premier entertainment, hospitality, and leisure company operating in Australia, New Zealand, Germany, and the United Kingdom. With 54 hotels, 142 cinemas, 8000+ employees, and $1.4 billion in revenue, the group includes flagship brands like Rydges Hotels, QT Hotels, Event Cinemas, and Greater Union.

Using Siteimprove makes it easy to prioritize errors so they can be fixed as quickly as possible. The Siteimprove Intelligence Platform automatically checks 9,881 pages across EVENT’s various websites and reports on errors every five days. “Most commonly, we use Siteimprove to check for spelling errors, broken links, and poor-quality content like images and files that are either too large or poor resolution,” says David Tuza, EVENT Hospitality & Entertainment Limited’s Technical Web Manager.

“Being a large group of brands, it was difficult for us to easily create and manage website guidelines around branding, style, and legal requirements,” says Tuza. “With Siteimprove, we have insight into what is happening across all our websites, what content needs updating, what issues are appearing, and we can easily communicate new policy requirements from within the platform.”

EVENT can create policies unique to their business, and Siteimprove Policy automatically scans the website for anything that violates those rules. “Shortly before purchasing Siteimprove, our company changed its name and email structure. Siteimprove Policy has been instrumental in helping us ensure all email addresses are current and formatted correctly, and that all phone numbers are uniform throughout the site.”

As part of that company re-structure, EVENT also completed a website redesign. “Siteimprove helped us ensure that all of the migrated content was up-to-date and high quality—and that we didn’t inadvertently carry over any broken links.”

Dedicated local support is another benefit that comes with Siteimprove. “Frankly, we haven’t needed Siteimprove support often, which is a testament to the quality of the product – but when we do, our Customer Success Manager is always quick to get us the help we need.”

The Outcome

“The strength of Siteimprove is in helping us to maintain high content quality throughout all of our sites so that our brand isn’t damaged by amateurish or poor-quality web content. High-quality content improves our SEO, our SEO brings in more customers, and more customers means more bookings and ticket purchases,” Tuza says.

“Before Siteimprove, we could find ways to monitor our content, spelling, broken links, etc., but not in any way that I would describe as efficient, affordable, or effective. Siteimprove allows us to perform these vital tasks in a way that works for our business.”

Tuza expands further on the value he sees in Siteimprove: “Siteimprove fits into our continuous improvement strategy and is part of our approach to ensuring our online channels provide great customer service. Next, we are looking to use the Siteimprove Analytics Suite’s Heat Maps, User Journeys, and Funnels to gain a deeper understanding into the behavior of our online traffic.”

Results

Compiled from 12 websites managed by EVENT Hospitality & Entertainment Limited:

- **97% reduction in misspellings since using Siteimprove.**
- **82% reduction in broken links since using Siteimprove.**

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