MISSOURI

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THE CHALLENGE

The Missouri Division of Tourism enlisted SteadyRain to enhance the way in which Missouri travel industry members submit tourism-related information to VisitMO.com while maintaining public visitors' usability and navigation. The web development project would be accomplished by utilizing the site's existing content management system, DNN Evoq Content. The web development project would include the Division's marketing site as well as the site's industry portal.

DIGITAL STRATEGY **FRONT END DEVELOPMENT** **WEB APP DEVELOPMENT** **DIGITAL MARKETING**

THE SOLUTION

As a result of an in-depth discovery, SteadyRain gained better understanding of the goals for the new site and uncovered the strengths and weaknesses of the existing site. The Division's industry portal received effective enhancements with the purpose to increase efficiency among industry members.

Enhanced industry portal listing management features and tools included:

- Improved industry Portal Site Design based on Wireframes development in conjunction with the Division Stakeholders

- Extensive dashboard for tourism industry members and users

- A simplified registration process for new industry members

- An improved user interface and user experience for management of traditional event and travel listings management

- Enhanced public navigational structure to better organize information for industry users

- Data services development that allows CVBs and CVCs API access to upload event and listings data

RESULTS

Industry Portal welcomed more than 600 new users

Industry Portal listing submissions increased approximately 35%