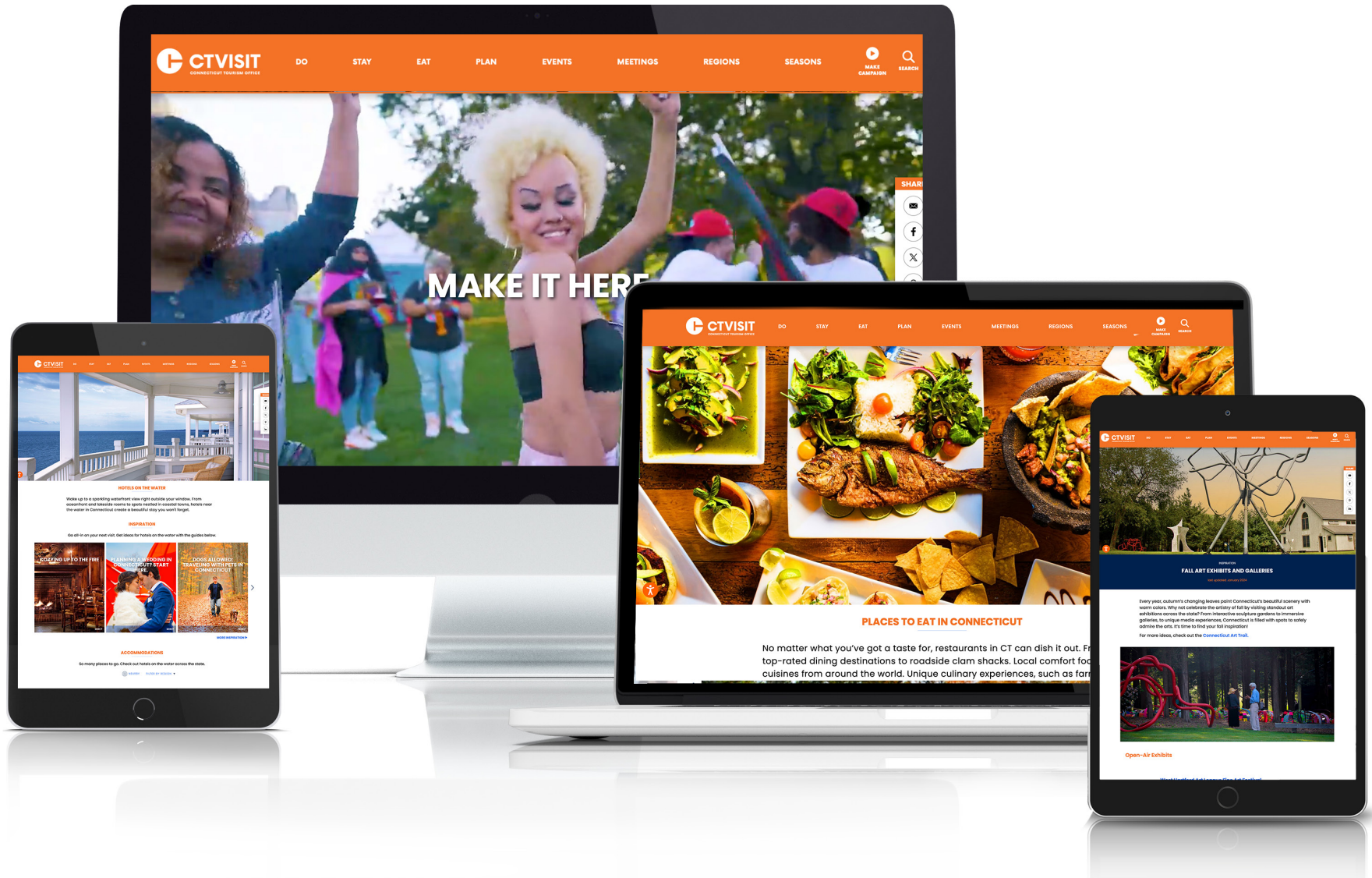


69th Annual Advertising Club of CT Awards Show

Project Description: CTvisit.com

CTvisit.com was scheduled to upgrade from Drupal 7 to 10 — so we took the opportunity to tremendously improve user experience while we were at it. We updated the brand, font, colors, the site's 71,000+ images, and all design templates throughout the site, creating a sleeker look. For better functionality, we added a “nearby” function for search results, integrated our vast library of content, and developed a new self-updating content type for each DO, EAT and STAY landing page. Site traffic jumped 32% to 9.4 million for 2023, and organic traffic surpassed state tourism websites for Maine and New York!

Website



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