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FOR IMMEDIATE RELEASE

Warren County Tourism Department Launches New, Responsive Website with Personality

Lake George, NY – VisitLakeGeorge.com, the official online guide for the Lake George Area, launched a new and improved website earlier this month. Managed by the Warren County Department of Tourism, the website features information on upcoming events, area attractions, restaurants and lodging properties. "VisitLakeGeorge.com is used by visitors and locals looking for instant information about area attractions and lodging properties," says Joanne Conley, Director of the Tourism Department.

In 2016, the Tourism Department restructured a number of contracts that enabled a cohesive workflow impacting branding, design and production across print, web and digital channels. Website redesign was an important component of this rebranding process.

The Tourism Department partnered with AdWorkshop, a company based in Lake Placid, to redesign the site. "We had three major goals and AdWorkshop worked closely with us to implement solutions for all of them."

First, the site was created with a responsive design so it will work well no matter what device is being used to access it. "People are using mobile devices more than ever before and we want to make sure the VisitLakeGeorge.com website is representing the local area in an accessible way for everyone," says Conley.

Second, the site had to be user-friendly. More than just making sure the site is attractive and laid out in an intuitive manner; research was done through Google Analytics and other search engine optimization (SEO) tools to make sure people searching for information online are able to easily find what they need on the VisitLakeGeorge.com website no matter what terminology they use in their search.

Third, and perhaps most importantly, the site had to be much more than just listings. "Providing and grouping information about Lake George Area properties and attractions is the heart of our website but we want it to breathe," says Conley. To accomplish that goal, the site

incorporated a content hub. New articles are written every few days about topics people search for. What to do with kids? How to plan a romantic getaway? Where to go for a spectacular view? Military discounts, off-season trips, mysteries and histories of towns and villages? These are things that draw people's attention and help give the Lake George Area personality. "We've developed a new brand for the area. We're calling it 'The Original Vacation,'" says Conley. We know that vacationers have been visiting the Lake George Area for generations. The American vacation was, quite literally, born here, and continues to this day. Stories such as this are featured in multiple locations on the website and link back to businesses and attractions within them, creating a site that offers so much more than just a reference point. The new VisitLakeGeorge.com gives the whole area a vibe, supporting what so many of us who live here already know – that the Lake George Area has something for everyone. It's where you go for The Original Vacation experience.

Lake George Area businesses are encouraged to visit the site and check their listing. Business pages can actually work as a micro-site featuring descriptive text, a gallery of images, packages and promotions and a "Book Now" button feature. Work to populate the site is ongoing so feedback from local businesses about content for listings is welcome. Contact Erin Coon in the Tourism Department to add or edit a listing – 761-6366 or coone@warrencountyny.gov.

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