

## Hospitality

# AAJ Technologies Improves Vacation Website Performance And User Engagement



## Challenge

Bluegreen held back the launch of one of their vacation websites because of a poor design by a previous technology vendor. Enhancements were greatly needed before a public launch to consumers; the vacation website required a better user experience for Bluegreen's clients. It also did not adhere to strategies that were search engine friendly, making Search Engine Optimization (SEO) a monumental task.

As a website designed for consumers looking for a large variety of resorts and vacation experiences, these deficiencies in design were unacceptable. Bluegreen decided to use AAJ Technologies, an experienced vendor to ensure a successful roll-out of their website.

## Solution

Bluegreen Corporation selected AAJ because of their experience with successfully developing and delivering SharePoint solutions to a wide range of companies.

As AAJ Technologies has been working with SharePoint since its release in 2001, Bluegreen was confident that the expertise cultivated over the years would be of great benefit. AAJ, a Microsoft Gold-Certified and managed partner, appointed a team of its highly experienced Microsoft SharePoint resources to begin reviewing and enhancing the website.

## INDUSTRY

Hospitality

## SUMMARY

Bluegreen needed true SharePoint experts to enhance a vacation website lacking good design and use of best practices for SEO. They selected AAJ Technologies to implement enhancements such as updated page layouts, improved business logic, improved SEO strategies and optimized workflows.

## CLIENT

Bluegreen Corporation is the undisputed leader in the vacation ownership industry. Headquartered in Boca Raton, Florida, Bluegreen manages and markets flexible real estate-based vacation ownership plans, and specializes in fee-for-service resort management.

AAJ's team found several flaws in the current implementation which caused a slow response time from the server and resulted in a poor user experience. The poorly implemented business logic of the project placed the entire processing load on the server. Exceptions were not properly handled and, in some cases, completely prevented content contributors from performing their tasks.

AAJ's team thoroughly examined all the problems and came up with a comprehensive strategy to fix each one. They implemented industry best practices to improve the application performance including:

- Separating the presentation and business logic
- Utilizing client-side scripts and frameworks (like jQuery) to avoid round trips.
- Implementing exception handling
- Fixing the broken page layouts and their links
- Implementing SEO strategies to improve the visibility of the Web site to search engines which would eventually result in better ranking in search results.
- Configuring workflows in SharePoint to control and better manage content changes.
- Resolving browser compatibility issues.

## Results

AAJ completed all enhancements for the website on time, greatly improving the functionality, user experience, and overall value. The new design and improvements in code also enhanced the website's performance.

## TECHNOLOGIES

- Microsoft SharePoint
- Microsoft SharePoint Designer
- Microsoft Visual Studio
- Microsoft .NET
- Microsoft Internet Information Services

## SERVICES

- Brand-New Site and Web Application
- Improved Business Logic
- On-Site Training

## BUSINESS OUTCOMES

- New friendly user interface
- Maximized SEO Capabilities
- Configured workflows



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