

## OberGINE Create Mobile Site for Britain's Longest Show Cave – White Scar Cave

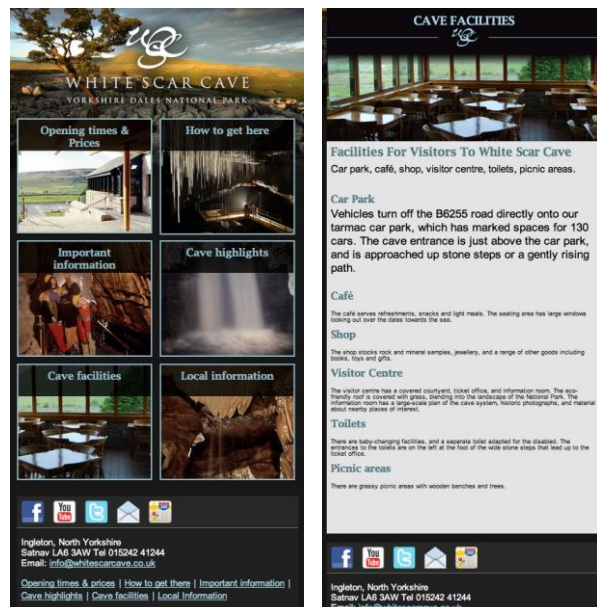
The new mobile site has been created by award winning web design, digital marketing and branding agency – OberGINE. The mobile site allows tourists to easily and quickly learn about the cave highlights, facilities, opening times and how to plan a visit.

First opened to the public in 1925, White Scar Cave is located within the Yorkshire Dales National Park and receives over 60,000 visitors each year.

Following the successful redesign of the White Scar Cave website and social media channels by OberGINE in May 2011 – the website has attracted more than 135,000 unique visitors since then and access via mobile devices growing by 150%. This meant more than a quarter of all users accessing the website via a mobile device and led to a dedicated mobile site being commissioned by the tourist attraction.

The mobile site at <http://m.whitescarnave.co.uk> includes a reduced set of the overall site content and focuses upon six key areas that include opening times & prices, how to get there, important information, cave highlights, cave facilities and local information allowing the site to provide mobile users the most crucial information they need to plan a visit.

The mobile site content is automatically synchronised using the same Kentico CMS that powers the main website to maximise the efficiency of website content management processes.



The mobile site is easy to navigate on touch screen phones and is fast to load on mobile devices; it encourages the public to join the exploration of the cave and browse tour information wherever they are. The site has been designed in accordance with Google's GoMo best practice guidelines <http://www.howtogomo.com/en-gb/d/why-get-mo/#mobile-best-practices> to ensure that the mobile user experience is maximised.

And finally, the mobile site has been search optimised so that it automatically detects people using mobile devices that find the website via search engines and maps mobile searchers to the most relevant mobile content available.

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William Bagshaw, White Scar Cave Managing Director says:

*"Mobile is becoming a key sales driver for our business, so we are delighted with the attractive easy-to-navigate mobile web platform that OberGINE has designed and launched for us."*

The new White Scar Cave mobile site can be found at <http://m.whitescarcave.co.uk>.

#### **About OberGINE**

OberGINE is an award winning web design, digital marketing and branding agency that is passionate about creating multi-channel marketing and business solutions that exceed client expectations.

OberGINE have an impressive track record of delivering content managed e-commerce, campaign and corporate mobile/web sites supported by digital marketing activities for both the B2B and B2C markets.

Their clients include Nielsen, Concha y Toro, Oxford University Press, University of Oxford, Cono Sur Vineyards & Winery, Unipart and the University of Reading.

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