



CUSTOMER SPOTLIGHT:

Kauai Island Destination Weddings

KAUAIISLANDDESTINATIONWEDDINGS.COM

HOW A WEDDING WEBSITE
USES ONLINE MARKETING
TO HELP COUPLES SAY I DO

web.com®

Some romantic tales end with a ship sailing into the sunset. This story begins with one. When San Francisco-based fashion designer Magenta Billett agreed to accompany her friends on a three-week sailing excursion to Kauai, Hawaii, she had no idea she would fall in love with the beautiful island. She was also inspired to make the most of her diverse talents and start a destination wedding business. This is her story.

THE SITUATION

Creating a Business Love Story

Discovering a Lovely Destination for the Perfect Wedding

After visiting Kauai for the first time, Magenta was inspired to make the island her home. She continued to put her fashion design talents to good use and began making beach wedding dresses and attire. When couples often asked her advice about the best island wedding venues, planners and photographers, Magenta realized that she had all of the necessary expertise to start **Kauai Island Destination Weddings**.

Today, Magenta offers full-service wedding experiences, officiating and conducting over 200 ceremonies and coordinating many other wedding events. She prides herself on doing whatever it takes to ensure every bride and groom have a once-in-a-lifetime event, from creating custom floral arrangements to capturing special moments with beautiful photographs—she once even baked a wedding cake.

“I feel honored to be part of these couple’s lives at such a sacred moment,” says Magenta, a Rochester, New York native. “From beautiful blessings in the Hawaiian language to special water-sharing ceremonies, I love to connect my wonderful brides and grooms to the spirit of the islands.”

Pairing Couples with a Beautiful Website

Many of Magenta’s clients have never been to Kauai before arriving for their wedding ceremony, so she has a beautiful website that effectively represents her business and the Kauai atmosphere. “A well-designed website is great,” she says. “But if it is not optimized and no one sees it, it doesn’t really matter.” That’s why Magenta partnered with the small business online marketing experts at Web.com.



THE WEB.COM SOLUTION

An Attractive Strategy for Reaching More Brides and Grooms

“Web.com Makes the Benefits of SEO Easy to Understand”

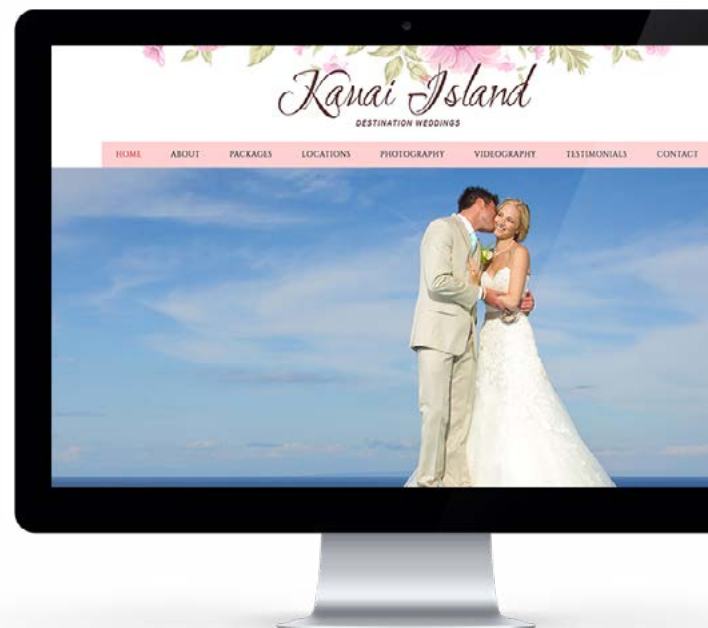
Magenta says she chose Web.com because of their outstanding reputation. The Web.com team, led by SEO Account Manager Renee Giarrusso went to work and devised a search engine optimization (SEO) keyword program. The program is designed to attract the attention of online search engines and help Kauai Island Destination weddings rank higher in online search directories.

With over **90 percent of customers searching for businesses online**, Magenta wanted to be sure her wedding service was easy to find when couples went online to plan their destination weddings. The Web.com plan included refreshing and optimizing the website content with SEO keywords and enhancing metadata to ensure Magenta’s business is prominently featured in the online directories and attracts more visitors to her website.

“I love working with Renee, she made the process easy,” says Magenta. “She really listens to my specific goals and what I want to accomplish with my business and Web.com makes the benefits of SEO easy to understand.”

Building Beautiful Results

Magenta appreciates that her online investment is measurable—and she liked the data she received. After only 30 days of implementing the SEO program, her business saw a 40 percent increase in website visitors. “It’s really exciting,” she says. “When your website generates qualified leads, it helps to make my job a lot easier.”



THE BENEFITS

Creating Online Marketing Success From This Day Forward

Building Strong Customer Relationships

Magenta is proud of the success and longevity of her destination wedding business—and about the increased attention her website is generating. “Most of my customers are from the American mainland but my website is also attracting couples from all over the world,” she says. “And while some people are concerned about the cost of a destination wedding, I tell them it is a marriage ceremony and honeymoon all in one, without the investment that goes along with a large reception—it’s a wonderful experience they will never forget.”

“My Business is Always Personal”

Magenta says that Web.com will continue to be part of her journey, helping her make the best use of her website and online marketing resources. “Web.com has earned my trust and that is a wonderful thing,” she says.





For Magenta, her destination wedding business is more than a career—it's a rewarding part of her life. "My business is always personal," she says. "When it comes down to it, it's not about the flowers or the material you choose for your wedding dress. It's about love and having a ceremony on a beach or by a waterfall in paradise that you will never forget."

One thing Magenta will never forget is the chance sailing trip that brought her to this picturesque island—and led her to create this beautiful business.

At Web.com, we've made it easier than ever for you to be your own boss. To learn more about building a website that builds your business, visit our website or give us a call at 1-800-862-8921.

Learn more at Web.com.

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