



Website Design & Development

Pay per Click Management & Conversion Rate Optimization

Print Media



Client: Berkshires Shirakaba

Services: Website Re-Design and PPC

Technologies Used: For Website Re-Design: Custom Design in Photoshop, WordPress CMS, HTML5, CSS3, PHP, Responsive Web and other latest web technologies.

Client - Berkshires Shirakaba - A Taste of Japan in the Berkshires voted the Best Romantic Getaway and Best Inn in the Berkshires 4 years in a row. Berkshires Shirakaba is a Japanese-American Guest House that is set high on a wooded ridge top in the far north western Massachusetts village of New Ashford. Berkshires Shirakaba is Proud to be LGBT friendly.

Challenge - Client was struggling with getting leads and had already spent \$30K on their PPC Campaigns only on GOOGLE Adwords itself since November 2006 and there was only ONE LEAD from their Google Adwords Campaign since November 2006 till December 2014. Client was looking for a better PPC Solution who can increase the number of leads from their PPC campaign with low cost possible.

Solution - We analyzed the Adwords account and the website and we immediately suggested the client to Re-Design the website as per the latest Web & PPC Conversion Techniques which was one of the main reason for the ads not performing as the old website was not structured properly and if we would have run the PPC campaign it would not have given the results. Client agreed to go-ahead with website Re-Design service which took 40 business days with latest web techniques (WordPress, HTML5, CSS3, PHP, Responsive Web and other web technologies where ever applicable.)

Result - After signing up with *Digital Centrics* in December 2014 and after revamping their Website which went live we started with PPC Campaign with a small budget. Berkshires Shirakaba started receiving more leads + phone calls and in the first week itself and in a month they received 3 times more conversions. New website not only improved the leads from PPC campaigns but also from all other channels - Organic, Referral and Direct traffic. Client is now quite happy with the results!