

# SOUTHFORK CARAVANS

## CASE STUDY

### DNN WEB DESIGN & DEVELOPMENT

# THE PROJECT

**SOUTHFORK**  
CARAVAN PARK  
MARTOCK, SOMERSET



“We needed to revamp our website to reflect a more contemporary look and, most importantly, to be mobile and tablet friendly. A revamp and extension of the park itself is a major new project and we wanted to be able to share our progress through the website, we are very pleased with the result.”

Nancy Broadley, Proprietor,  
Southfork Caravan Park

## THE BRIEF...

Pure systems were recently commissioned to undertake a site rebuild for Southfork Caravan Park, a friendly, family run caravan and camping site in the heart of Somerset. The existing DNN website looked dated and required a complete design refresh and responsive template.

## RESPONSIVE & EASILY MANAGED

Nancy Broadley of Southfork Caravan Park was looking for a new up to date look for the site which had remained unchanged for a number of years. The site was not responsive and needed to be optimised for use with tablet and mobile, particularly following the changes to Google's mobile search algorithm. The caravan site itself is about the undertake a major redevelopment so it made sense to update the website as well. News items on the home page meant the site needed to be easily managed

## THE SOLUTION

The new site has a clean, uncluttered look with an updated logo and a much more contemporary feel. A large image on the home page showcases the park and provides great visual interest. The booking and availability forms on the site have been redesigned and updated to a much more user friendly format.

Site navigation has simplified and improved with some previous pages from the site being amalgamated together. A visual theme throughout the site offers a consistency of design which makes the site very easy to use and offers a much improved user experience.



# THE RESULT

## BEFORE...



## AND AFTER...



“The new site is a huge improvement and looks great. The responsive template means that the site will be user friendly, and equally importantly, won’t suffer a lack of visibility following the Google algorithm change in April this year. The updated booking and availability forms offer a much more user friendly experience.”

Dan Rice, Pure Systems

The Southfork Caravans website can be found online by visiting <http://www.southforkcaravans.co.uk>

For more information on DNN web design & development visit [www.puresystems.co.uk](http://www.puresystems.co.uk)