

miggle.co.uk web design and development relaunch the website of The Cooden Beach Hotel

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FOR IMMEDIATE RELEASE

Web design and development agency miggle.co.uk are proud to announce the relaunch of a brand new website for The Cooden Beach Hotel - www.thecoodenbeachhotel.co.uk.

The Cooden Beach Hotel wanted their staff to be able to easily update the hotel's website in-house. A simple and effective solution: we gave them access to our powerful proprietary content management system - [miggleCMS](#) - a flexible and intuitive tool. We also improved the site with additional bespoke development, including a Flash XML gallery that they can update and add new images to as the seasons change.

Our web copywriters rewrote the website copy for [search engine optimisation \(SEO\)](#) and user engagement. The new keyword heavy copy has made a dramatic improvement to The Cooden Beach Hotel's position in 'organic' search rankings; in fact, since the launch of the updated website, we've managed to more than double the amount of traffic from search engines. Even better, people who find the website through organic searches are interacting well with the site, with page views well above the industry average, increasing bookings and enquiries.

The Cooden Beach Hotel's owner, James Kimber says, "The miggle team have exceeded our wildest expectations. They have brought us to the top two in Google searches and top three in Google sponsored listings. The design of the site is slick, on brief and in budget. Our profits have soared since we switched from our previous web design company. Alick and his team are both approachable and professional. I would thoroughly recommend miggle to any new business."

For images and more details, please contact pr@miggle.co.uk or + 44 (0)1273 311443.

NOTES

1. Based in the UK's silicon city - **Brighton and Hove, East Sussex**, miggle's expert team provide [web design](#) and [website development](#), [content management](#) and online [media services](#) in the UK and worldwide. Clients include AOL (UK) Ltd, Yahoo! Europe, Sky.com and businesses of all sizes across Sussex.
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