



Media Release from Visit Alderney

Wednesday 21st August

Visit Alderney Launches New Website

Visit Alderney are proud to present their new website, launched this week it has replaced the old website which was over five years old. The new website www.visitalderney.com is a highly visual website with the aim to promote Alderney as a destination. The website showcases the islands breathtaking scenery, heritage and island life through fabulous banner videos and images. It aims to inspire potential visitors to book and come to discover our island and all it has to offer.

The site is filled with new friendly content, beautiful images and stunning video footage all of which will constantly be updated to keep the site fresh. All have been created to give a personal feel to the website to reflect the open warm welcome that visitors receive on Alderney.

The new site improves our website search engine optimisation and ensures that we rank highly on Google searches, we aim to increase our online exposure to build awareness of our lovely island. We look forward to growing the digital audience, our old site was up 11% for overall visitors compared to the year before, and our new site provides the opportunity to grow this even further.

With an easy to use navigational menu at the top of every page the site provides a much more enjoyable experience exploring the site. It is also fully compatible for all devices, each page will adapt its formatting and layout seamlessly to the user's device and screen size. When building the site this was high on our priority list, analytics show that 62% of current users view our website on mobile or tablet devices.

The new website is very much a working progress, it will be updated, added to and improved constantly. In the very near future there are also more features to be added which include a user friendly interactive Whats On page which will provide the opportunity for event organisers to input events themselves and a German page will also soon appear.

Discover our island on

[visitalderney.com](http://www.visitalderney.com)

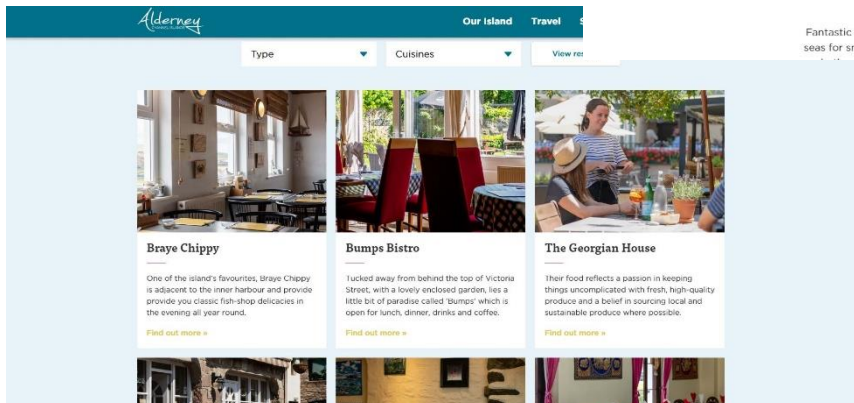
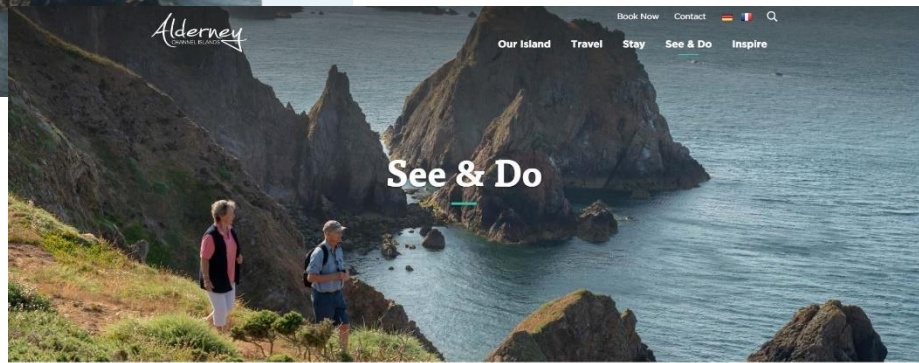
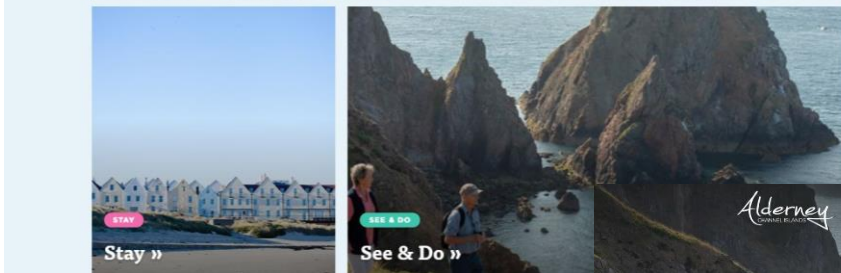
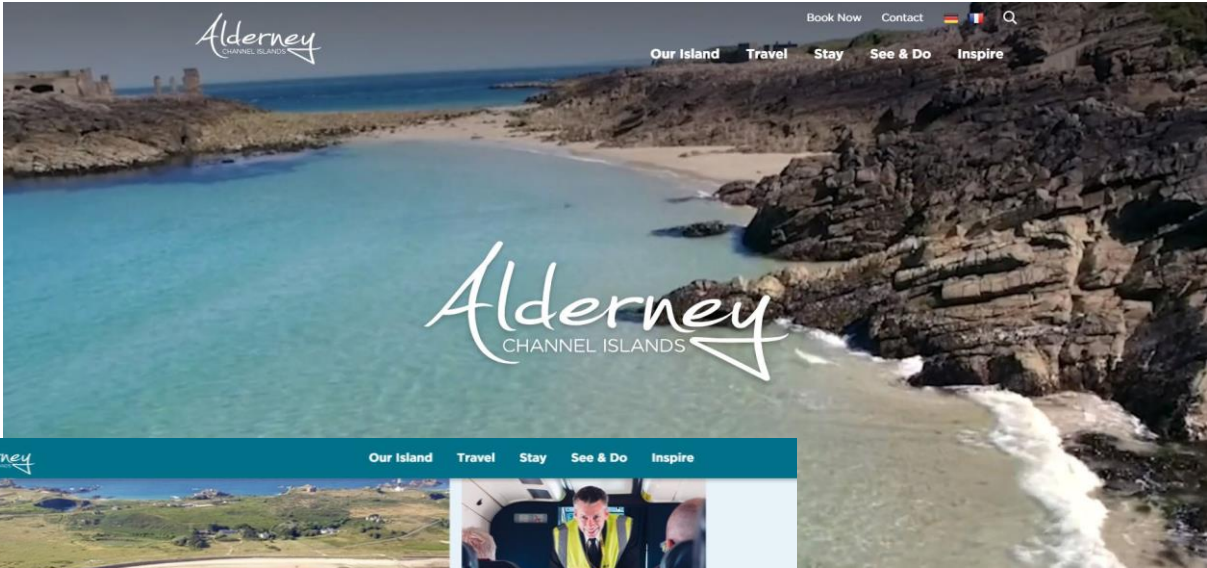
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Notes to Media

For further information, please contact:

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Enclosed Photographs



Fantastic wildlife and heritage, stunning cliffs perfect for walking and birdwatching, sparkling seas for snorkelling, coastal caves to kayak through and crystal clear waters ready to dive into