

Ailddatblygu croesobaeabertawe.com
Visitswanseabay.com redevelopment

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Trosolwg

- Cefndir i croesobaeabertawe.com
- Rhesymau dros ailddatblygu
- Yr hyn a wnaethom
- Sut gwnaethom y peth
- Y sefyllfa bresennol

Overview

- Background to visitswanseabay.com
- Reasons for redevelopment
- What we did
- How we did it
- Where we are now

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croesobaeabertawe.com

- Prif wefan cyrchfannau
- Porth gwybodaeth am y cyrchfan
- Deunydd partneriaid
- Digwyddiadau
- Ymgyrchoedd
- 2.5 o edrychiadau bob blwyddyn ar gyfartaledd

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- Main destination website
- Portal of information on the destination
- Partner listings
- What's On and events
- Campaigns
- Avg. of over 2.5million pageviews annually

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Rhesymau dros newid

- Oed y wefan ac ôl-bensaernïaeth
- Pen blaen a phrofiad defnyddwyr
- Dylunio ar gyfer dyfeisiau symudol yn gyntaf
- Partneriaid a deunydd

Reasons for change

- Age of site and backend architecture
- Frontend and user experience
- Overall design and mobile-first
- Partners and listings

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Dechrau'r prosiect

- Dechrau – canol 2023
- Y Gronfa Ffyniant Gyffredin
- Ymchwilio a chynllunio

Project start

- Early to mid 2023
- SPF funding
- Research and planning

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Ymchwilio a chynllunio

- Ymchwil i'r farchnad
- Asesu ein platfform a'n hanghenion ein hunain
- Ymgynghori â phartneriaid
- Proses dendro

Research and planning

- Research of marketplace
- Assessment of own platform and needs
- Partner consultation
- Tender process

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Simpleview

- Arweinydd yn y diwydiant
- Mwy na 150 o gyrchfannau yn y DU, 900 yn fyd-eang, mwy na 1,000 o wefannau cyrchfannau
- Datblygu ein meddalwedd ein hunain yn benodol i reoli cyrchfannau

Simpleview

- Industry leader
- Over 150 UK destinations, 900 worldwide and over 1000 destination websites
- Developed own software specifically for managing destinations



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Buddion a gwelliannau

- Ailadeiladu'r wefan o'r gwaelod i fyny
- Ailwampio'r dyluniad, gan flaenoriaethu dyfeisiau symudol
- Gweithredu'n well ac yn fwy hyblyg
- Gwell hygyrchedd
- Gwella profiad defnyddwyr

Benefits and Improvements

- Rebuilt from the ground up
- Design refresh and overhaul, mobile first
- Enhanced functionality and flexibility
- Improved accessibility
- Improved user journey and experience

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Buddion i bartneriaid

- System Rheoli Cyrchfannau (DMS) Simpleview
- Ailddylunio deunydd
- System bwrpasol
- Cysylltiadau a gweithrediadau ar draws y wefan
- Arweinydd yn y diwydiant – arbenigedd a gwybodaeth

Benefits for partners

- Simpleview DMS (Destination Management System)
- Bespoke system
- Redesigned listings
- Cross-site connections and functionality
- Industry leader – expertise and knowledge

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Buddion i bartneriaid

- SAAS: Meddalwedd fel Gwasanaeth
- Diweddaru a datblygu'n barhaus
- Gweithio gyda'r diwydiant

Benefits for partners

- SaaS: Software as a Service
- Constantly updating and evolving
- Actively working with the industry

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Llinell amser

- Dylunio a datblygu: Ebrill – Awst 2024
- Adeiladu: Medi – Hydref 2024
- Mynd yn fyw: 23 Hydref 2023
- Deunydd yr holl bartneriaid (250+) wedi'i drosglwyddo

Timeline

- Design and Development: April – August 2024
- Build: September – October 2024
- Go Live: 23rd October 2024
- All 250+ partner listings transferred across

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Cyrchu a rheoli eich deunydd

- Cysylltiad gennym
- Trosglwyddwyd wrth i'r wefan gael ei hadeiladu
- Unrhyw broblemau – cysylltwch â ni

Accessing and managing listings

- Email contact from us
- All 250+ partner listings transferred across
- Any problems: please get in touch

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Diolch yn fawr
Thank you