

I Heart Finger Lakes

I Heart Finger Lakes runs on a site built by Arising Media. It helps them grow their audience and earn money from content.

ENGAGEMENT

Arising Media client

| Where I Heart Finger Lakes started

When I Heart Finger Lakes, a regional lifestyle brand built around celebrating the food, drink, outdoor adventures, and community of the Finger Lakes region of New York, approached us, they needed a digital presence that could grow alongside a passionate and expanding audience. Their existing platform was difficult to update, slow to load on mobile, and not structured in a way that translated their authentic love for the region into engagement. The brand had strong community recognition but was not capturing the search traffic or social-to-web conversions that the volume of interest in Finger Lakes travel and lifestyle content should have been generating.

| Our approach

We rebuilt their digital presence with content structure and performance at the center. The new site organized regional content by topic and location, making it easy for visitors to explore wineries, hiking trails, events, and dining without friction. Page load performance was improved significantly for mobile visitors who were often browsing while traveling in the region. We structured the content architecture for SEO so that organic search traffic from travelers planning Finger Lakes trips would land on relevant, useful pages rather than a generic homepage. Social media content strategy was aligned with what was driving the most community engagement, creating a more consistent path from social discovery to time spent on the site.

| What changed

I Heart Finger Lakes now has a digital presence that matches the enthusiasm of their community. Organic search traffic from people planning Finger Lakes travel and looking for regional recommendations has grown, driven by content that is properly indexed and relevant to real search intent. The site performs well on mobile for visitors browsing during trips. Content updates are faster to publish, which means the team can stay current with events and seasonal recommendations rather than letting the site fall behind the pace of the community it covers.

Bring us your version of this problem

Tell us where you are and what is in your way. We will scope a plan you can act on.